

Graduate
Management
Admission
Council™

Market Intelligence

Demand for MBA and Business Master's Programs: Insights on Candidate Decision Making

Supplemental Report

mba.com Prospective Students
Survey 2019

April 2019



Demand for MBA and Business Master's Programs: Insights on Candidate Decision Making Supplemental Report, mba.com Prospective Students Survey 2019 is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 223 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC owns and administers the Graduate Management Admission Test™ (GMAT™) exam, used by more than 7,000 graduate programs worldwide. Other GMAC assessments include the NMAT by GMAC™ exam, for entrance into graduate management programs in India, South Africa, and the Philippines, and the Executive Assessment, specifically designed for Executive MBA programs around the world. The Council is based in the United States with offices in the United Kingdom, India, and China.

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Introduction

Nearly 10,000 mba.com registrants worldwide responded to the mba.com Prospective Students Survey in 2018

Each month, the Graduate Management Admission Council (GMAC) surveys a random sample of individuals who three months prior registered on mba.com—the GMAC™ website for prospective graduate business students. Their survey responses provide an inside look into the decision-making process of people currently considering applying to a graduate business school program. The findings detailed in this supplemental report are based on responses from a total of 9,617 individuals surveyed between January and December 2018.

Survey respondents represent demand for various MBA and business master's *program categories*, including full-time MBA, professional MBA, executive MBA, and business master's programs. Each program category contains specific *program types*. For example, full-time MBA programs include full-time one-year and full-time two-year MBA programs. Professional MBA programs include part-time, flexible, and online MBA programs. Business master's programs include Master in Management, Master of Finance, Master of Data Analytics, and Master of Accounting, among others.

This report—a supplement to the [Demand for MBA and Business Master's Programs: Insights on Candidate Decision Making Summary Report](#)—provides detailed breakdowns of 2018 candidate survey responses by a number of variables of interest to school professionals, including by program type, candidate country of citizenship and residence, and candidate preferred study destination.

About the Data

The results of this survey do not necessarily reflect a statistically representative sample of the global prospective student population. Rather, the results reflect responses from prospective students who register on mba.com. Because of this limitation, the results of this research study should not be used to generalize about the global prospective student population, but rather the mba.com registrant population.

Explore and Filter the Data for Yourself

An Interactive Data Research Tool accompanies the mba.com Prospective Students Survey 2019. Available exclusively to school professionals at GMAT™ score-accepting institutions, the tool allows users to customize data searches by multiple survey response variables, such as candidate segment, citizenship/residence, gender, age, preferred program type, and more. Access it with your gmac.com login at:

www.gmac.com/prospectivestudents.

Business School Participation in GMAC Research

GMAC Research offers graduate business schools opportunities to gather data and generate insights about the business school pipeline.

Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

www.gmac.com/surveysignup.

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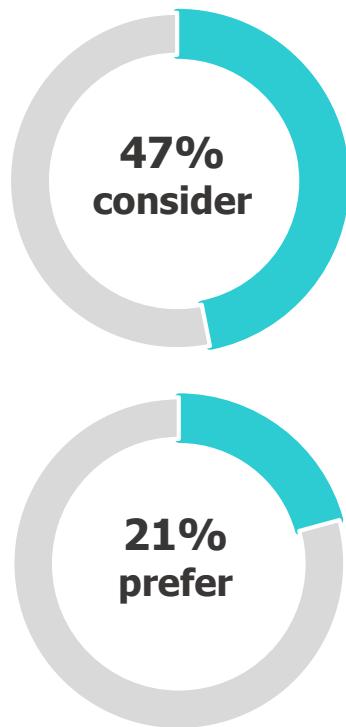
Program Specific Analyses

This section features data by program type, including:

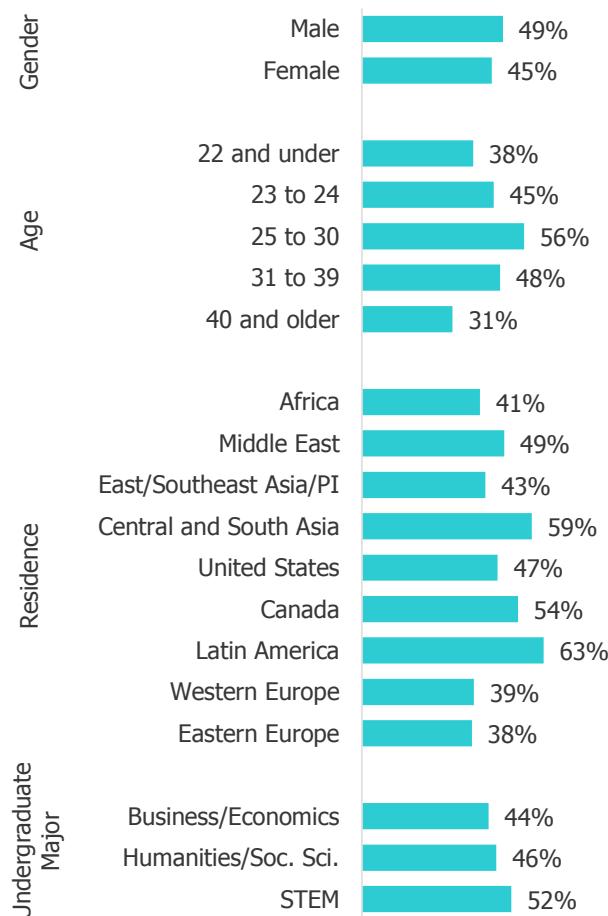
- Candidate consideration and preference for the program type
- Candidate consideration of the program type by demographics, including gender, age, world region of residence, and undergraduate major
- First business school decision among candidates considering the program type
- Ranking of factors in the school selection decision among candidates considering the program type

Full-Time One-Year MBA

Candidate Consideration and Preference for This Program Type

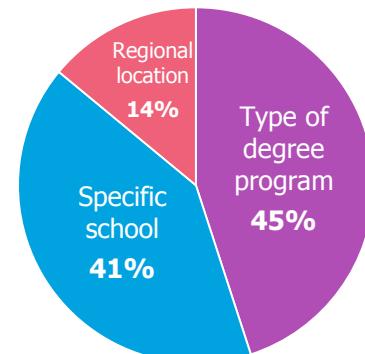


Percentage of Candidates Considering This Program Type by Demographic Group

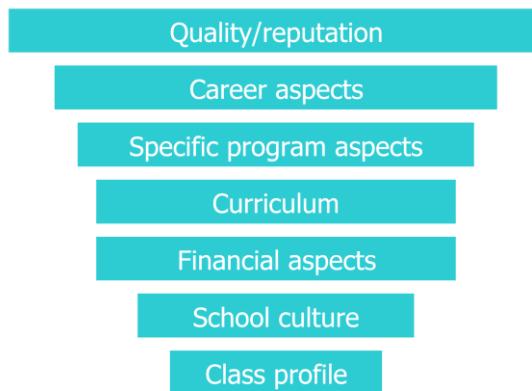


Candidates Considering This Program Type

First Business School Consideration

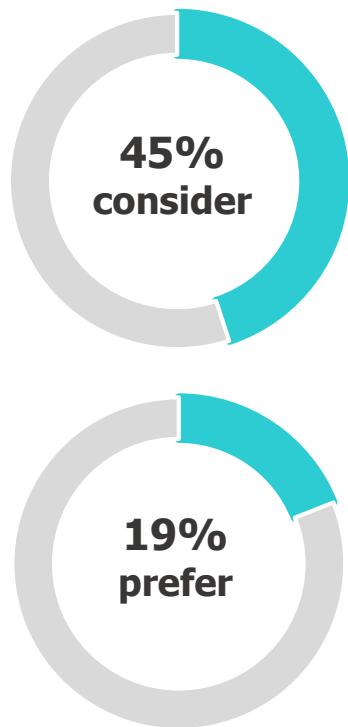


Ranking of Factors in School Selection Decision

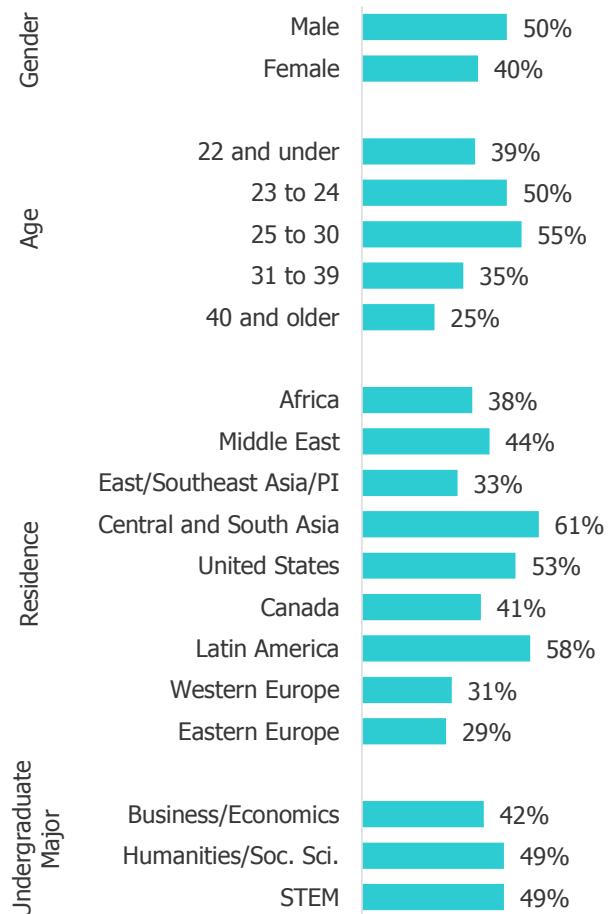


Full-Time Two-Year MBA

Candidate Consideration and Preference for This Program Type

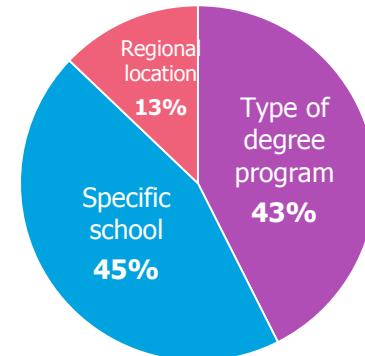


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Business School Consideration

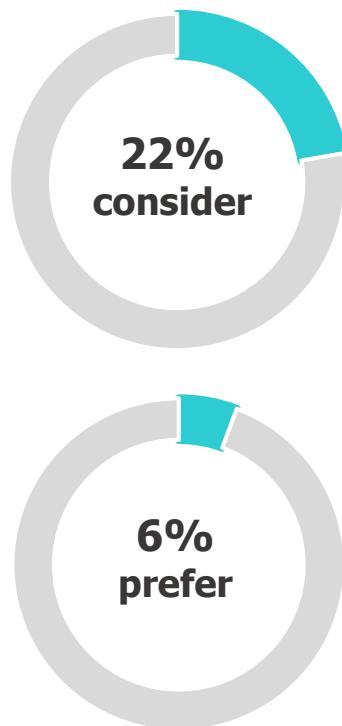


Ranking of Factors in School Selection Decision

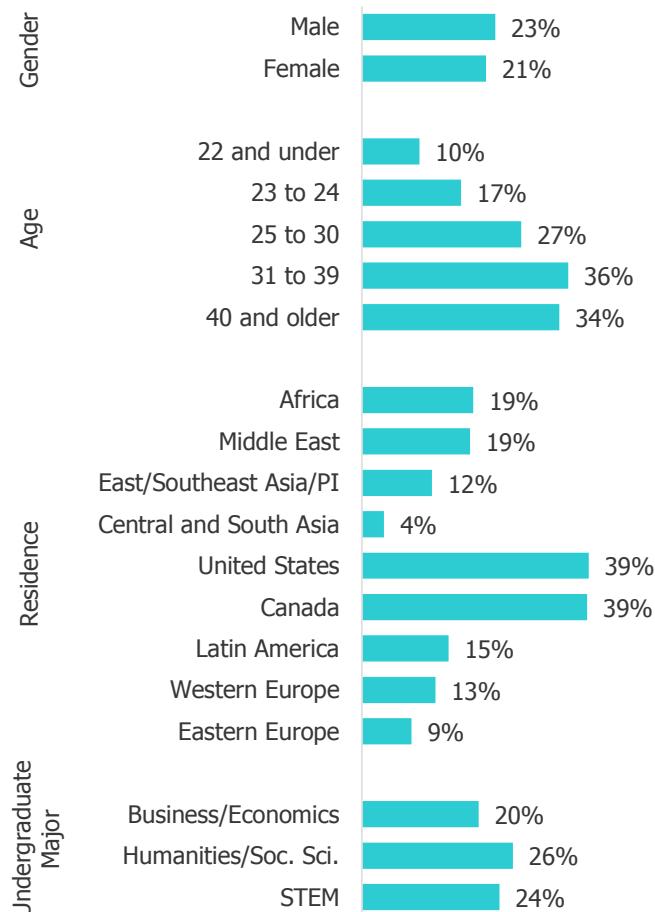


Part-Time MBA

Candidate Consideration and Preference for This Program Type

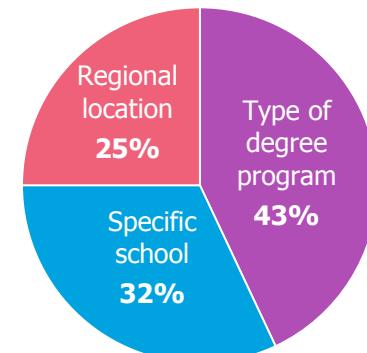


Percentage of Candidates Considering This Program Type by Demographic Group

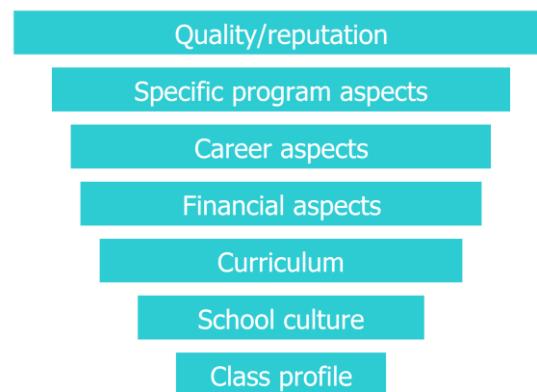


Candidates Considering This Program Type

First Business School Consideration

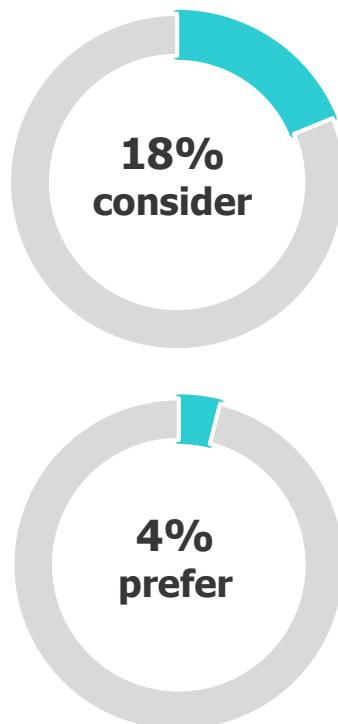


Ranking of Factors in School Selection Decision

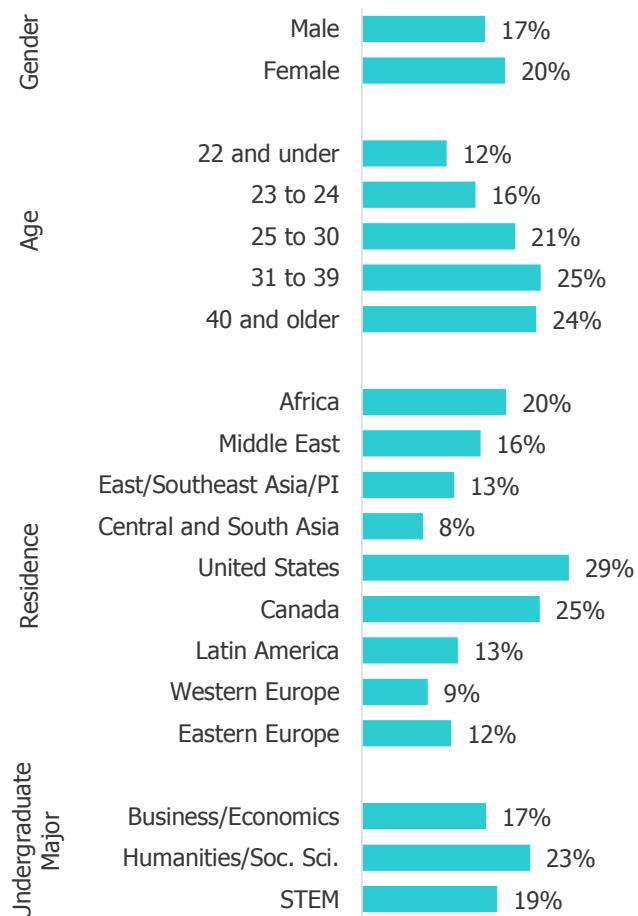


Flexible MBA

Candidate Consideration and Preference for This Program Type

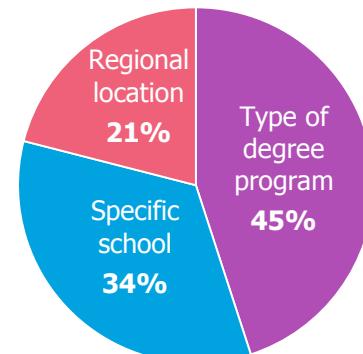


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Business School Consideration

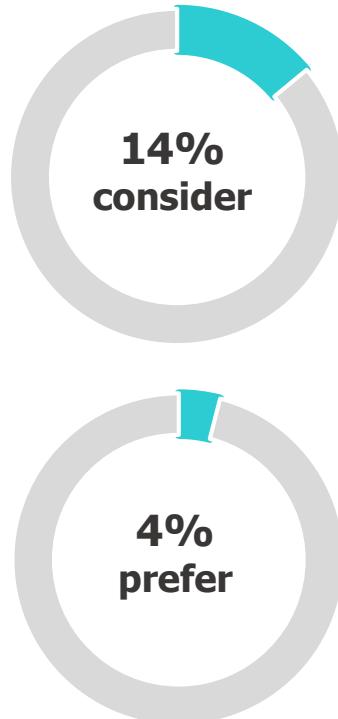


Ranking of Factors in School Selection Decision

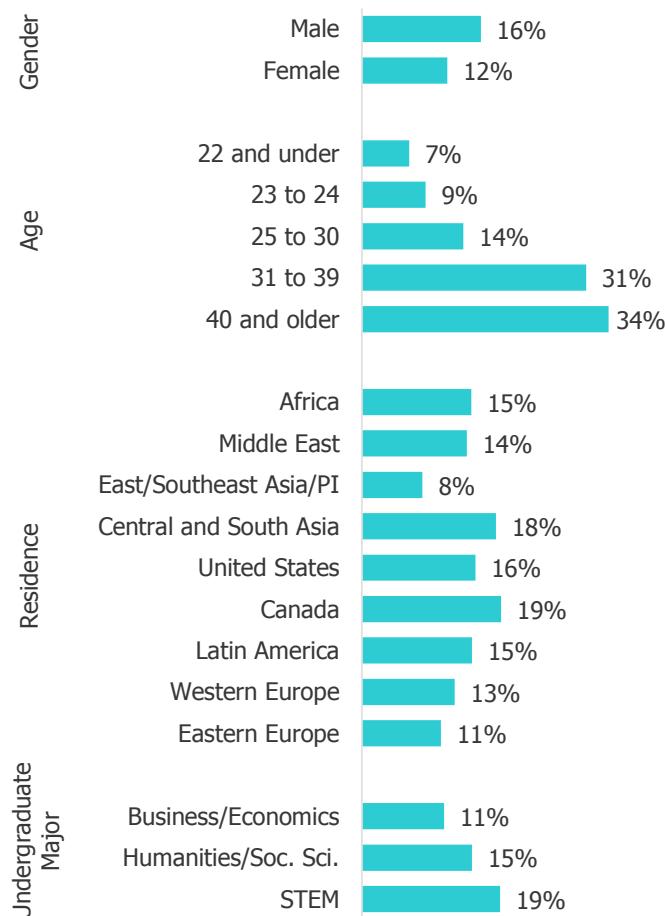


Executive MBA

Candidate Consideration and Preference for This Program Type

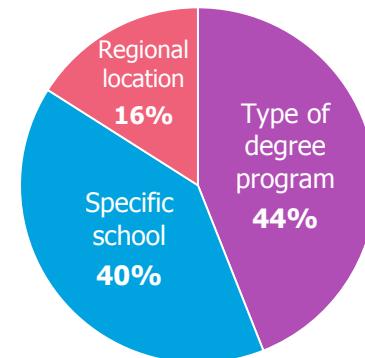


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Business School Consideration

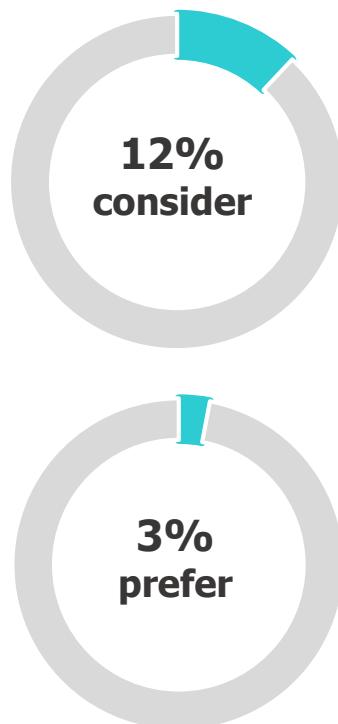


Ranking of Factors in School Selection Decision

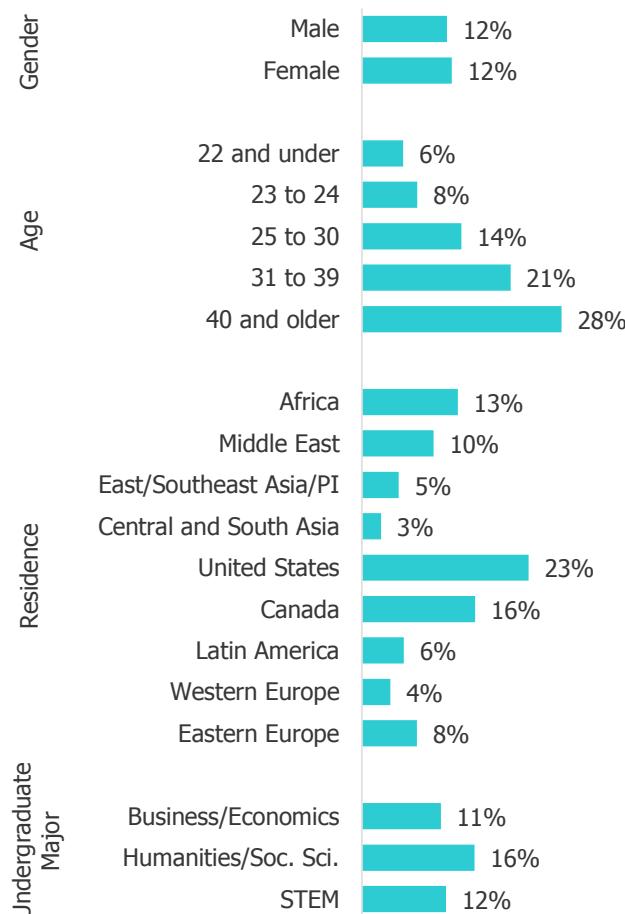


Online MBA

Candidate Consideration and Preference for This Program Type

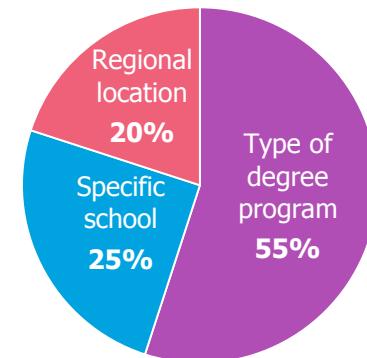


Percentage of Candidates Considering This Program Type by Demographic Group

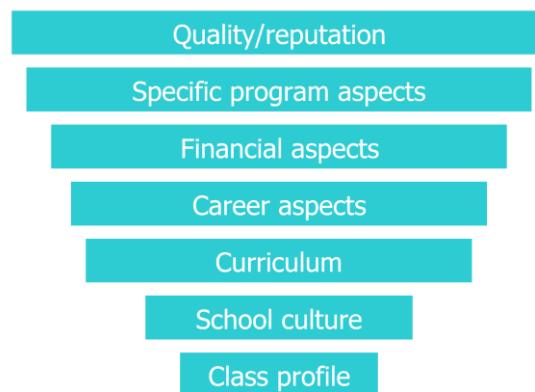


Candidates Considering This Program Type

First Business School Consideration

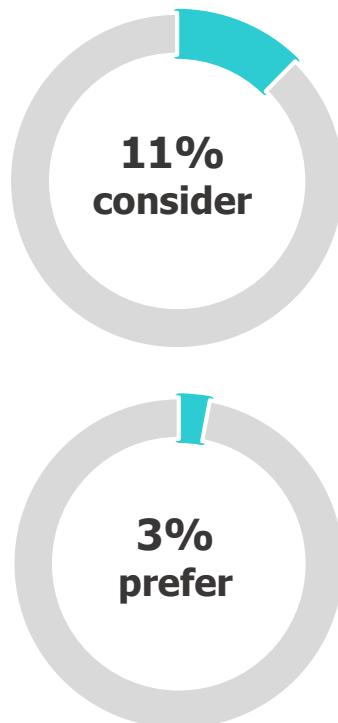


Ranking of Factors in School Selection Decision

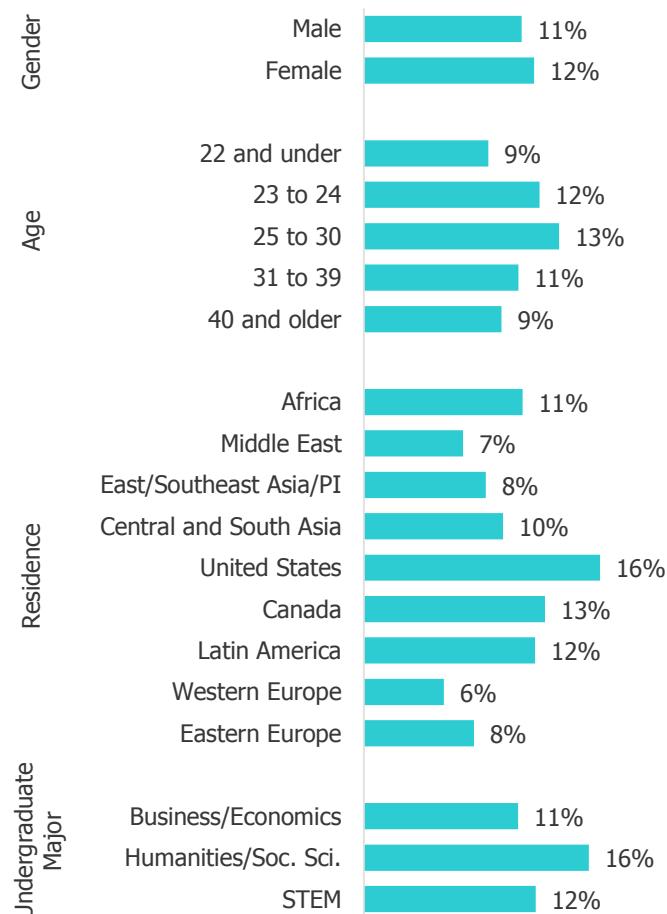


Joint/Dual Degree Program (With an MBA)

Candidate Consideration and Preference for This Program Type

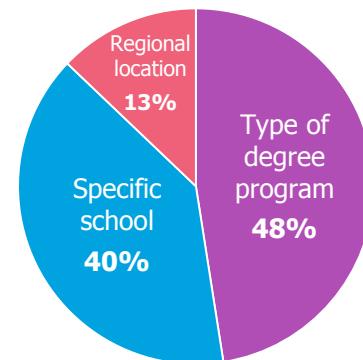


Percentage of Candidates Considering This Program Type by Demographic Group

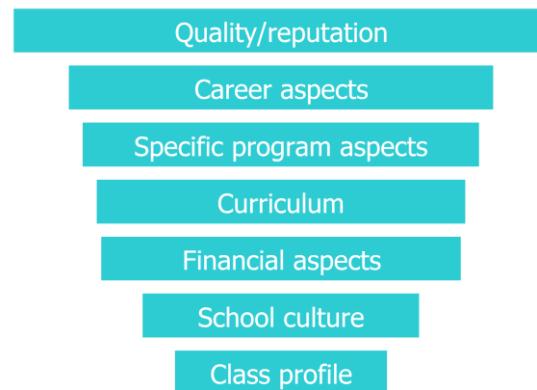


Candidates Considering This Program Type

First Business School Consideration

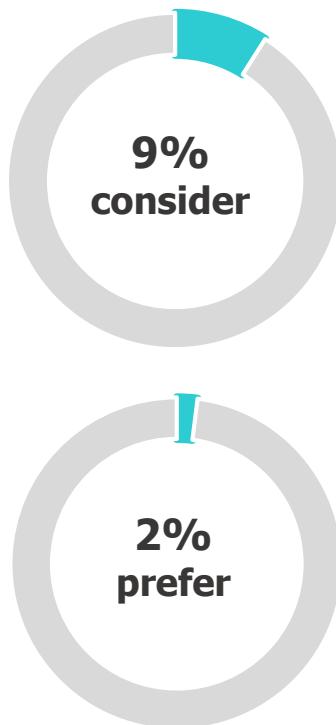


Ranking of Factors in School Selection Decision

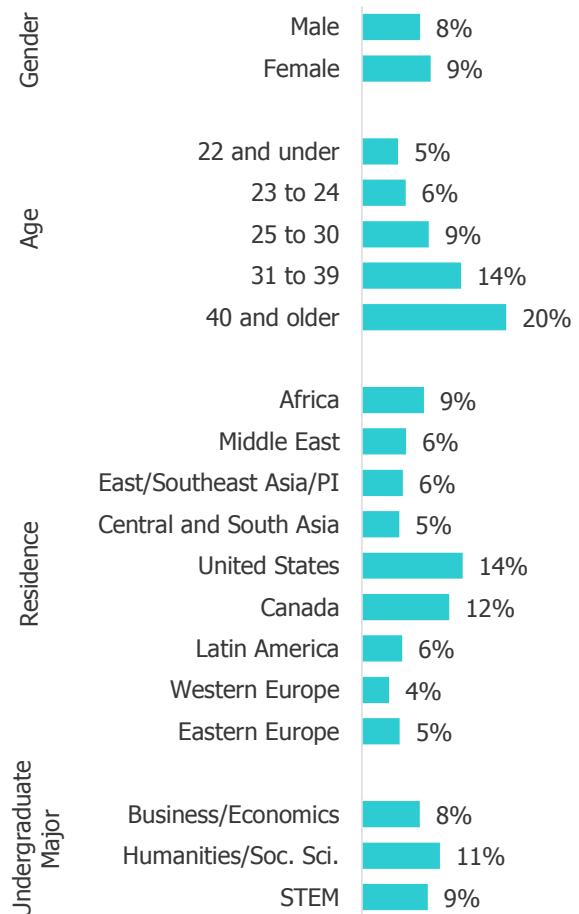


Hybrid/Blended MBA Program

Candidate Consideration and Preference for This Program Type

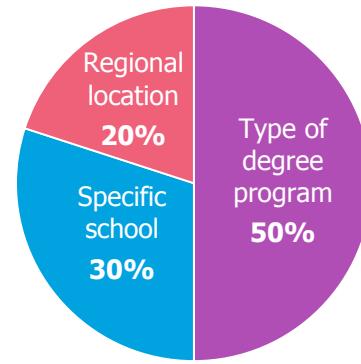


Percentage of Candidates Considering This Program Type by Demographic Group

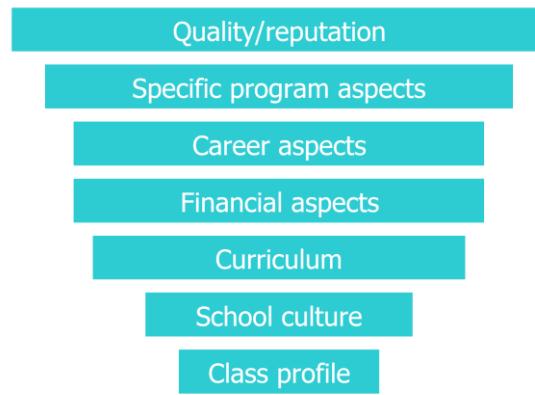


Candidates Considering This Program Type

First Business School Consideration

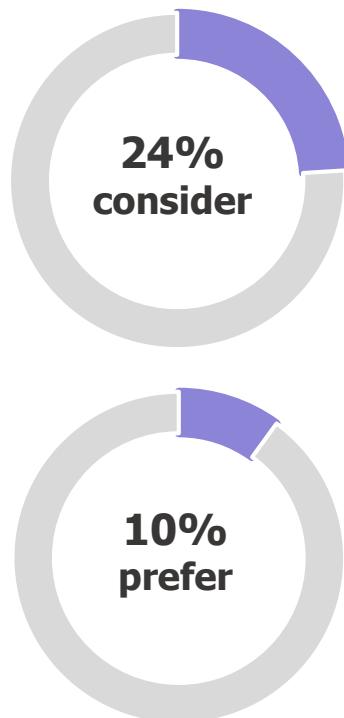


Ranking of Factors in School Selection Decision

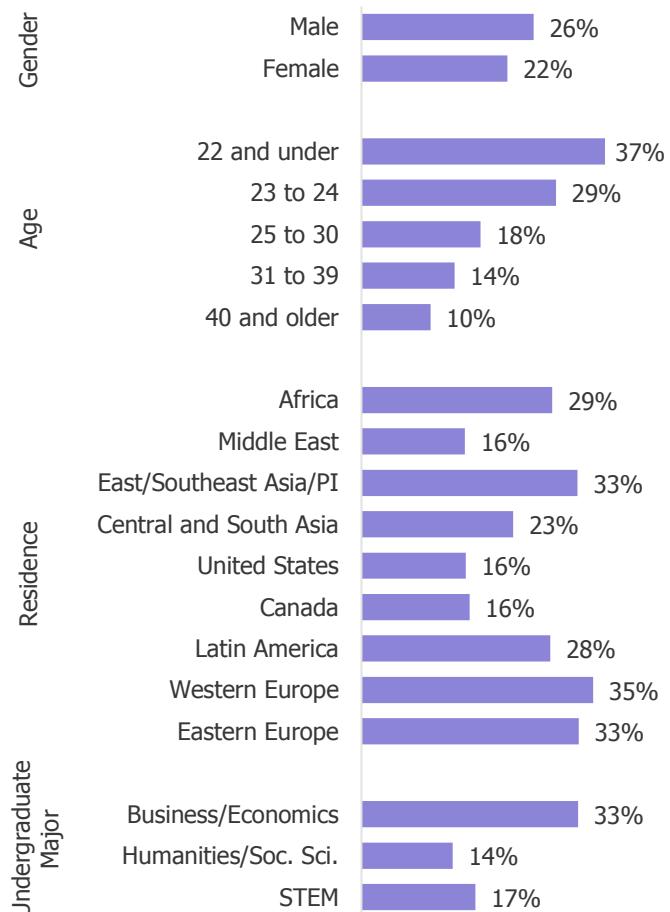


Master of Finance

Candidate Consideration and Preference for This Program Type

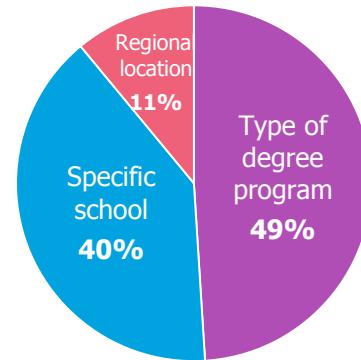


Percentage of Candidates Considering This Program Type by Demographic Group

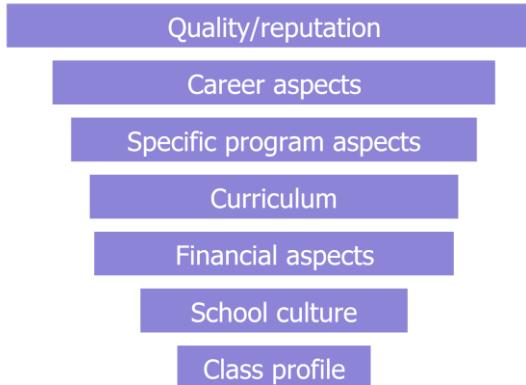


Candidates Considering This Program Type

First Business School Consideration

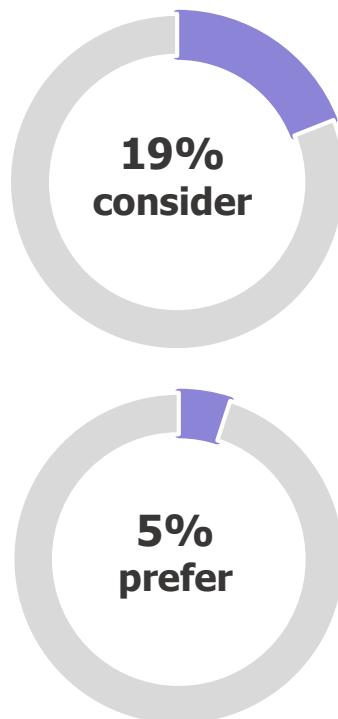


Ranking of Factors in School Selection Decision

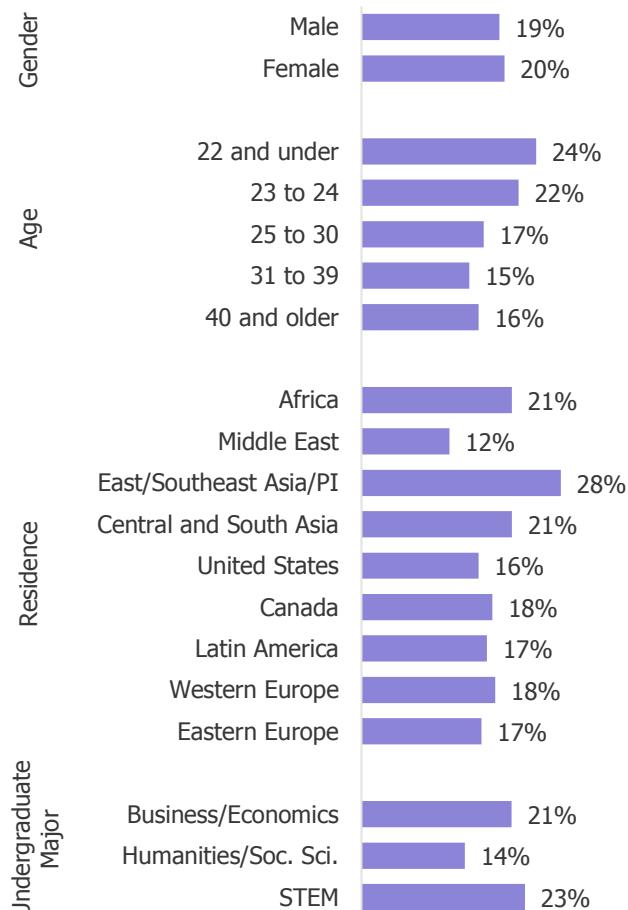


Master of Data Analytics

Candidate Consideration and Preference for This Program Type

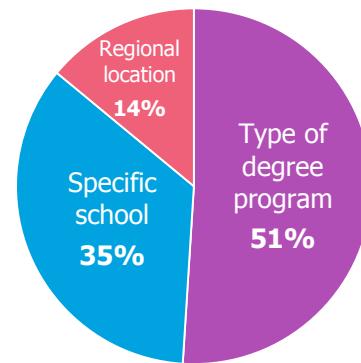


Percentage of Candidates Considering This Program Type by Demographic Group

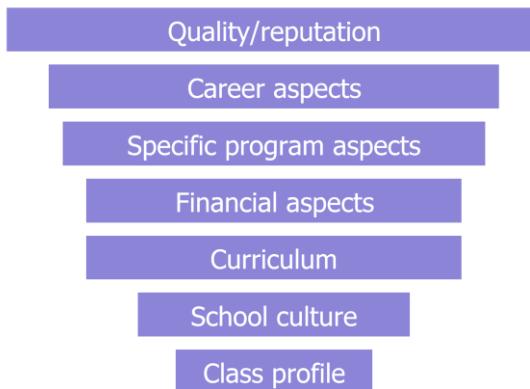


Candidates Considering This Program Type

First Business School Consideration

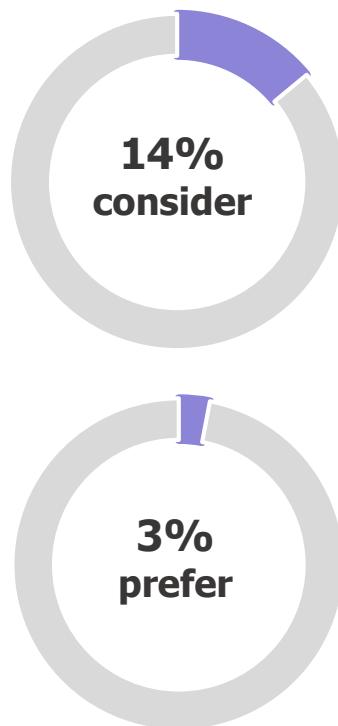


Ranking of Factors in School Selection Decision

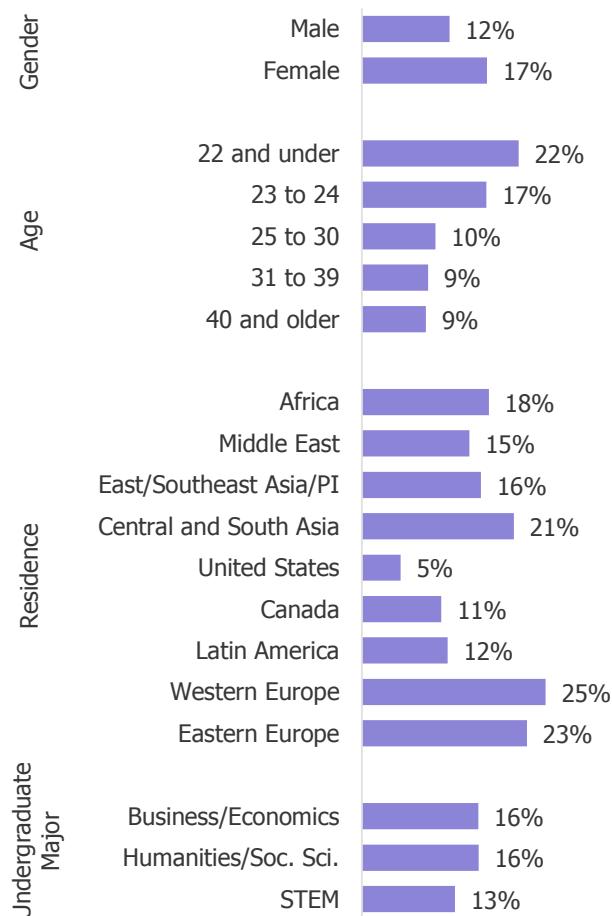


Master in International Management

Candidate Consideration and Preference for This Program Type

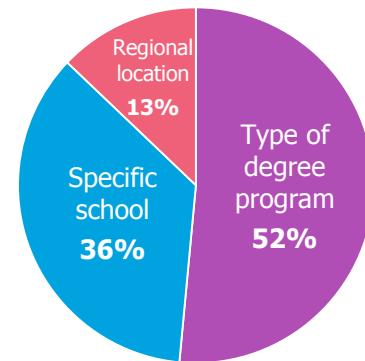


Percentage of Candidates Considering This Program Type by Demographic Group

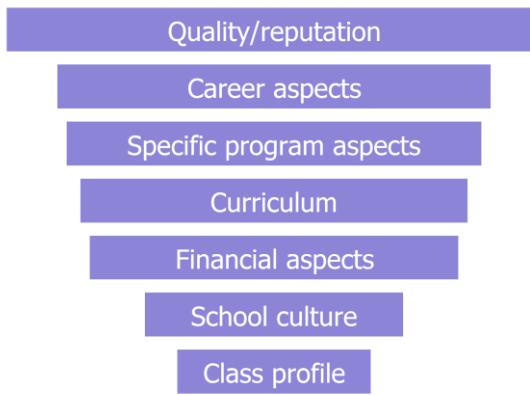


Candidates Considering This Program Type

First Business School Consideration

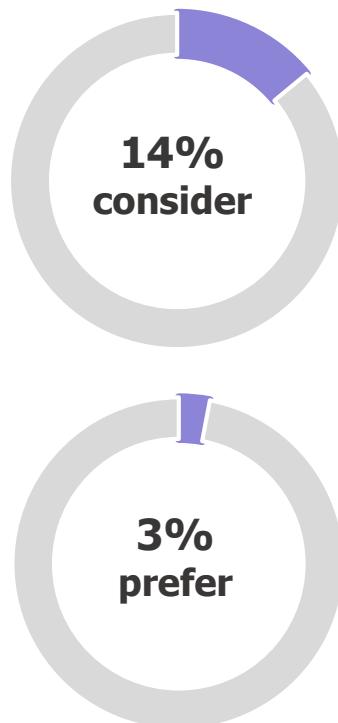


Ranking of Factors in School Selection Decision

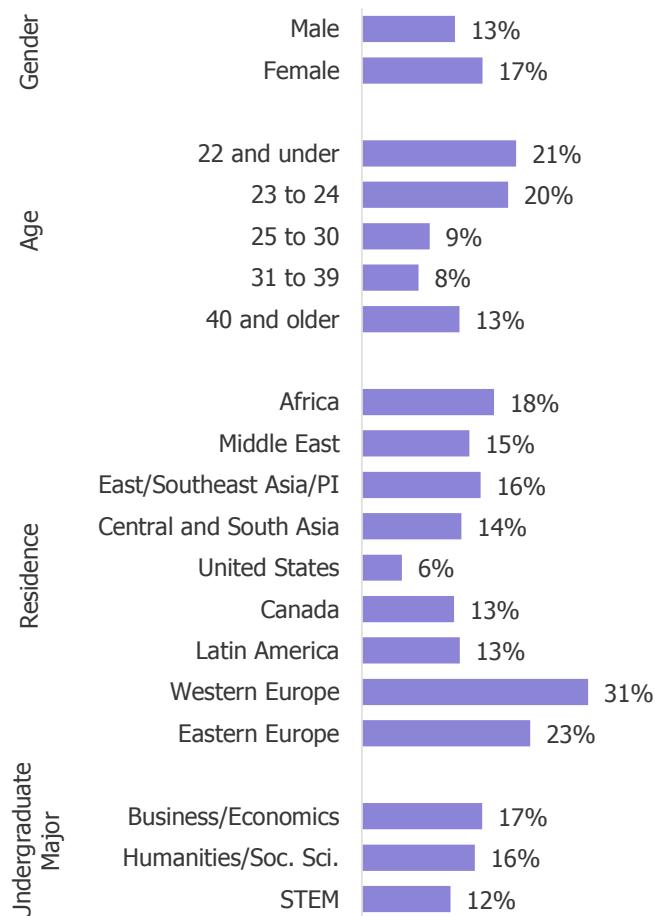


Master in Management

Candidate Consideration and Preference for This Program Type

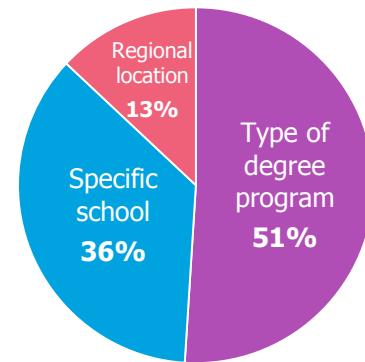


Percentage of Candidates Considering This Program Type by Demographic Group

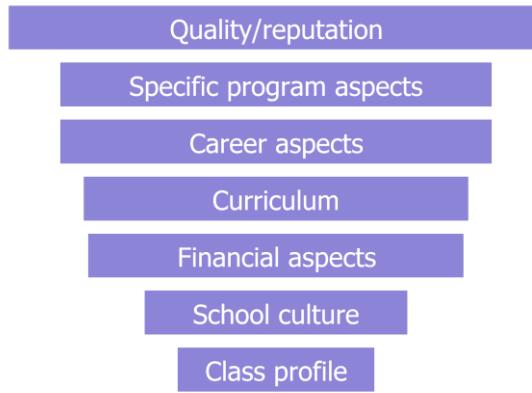


Candidates Considering This Program Type

First Business School Consideration

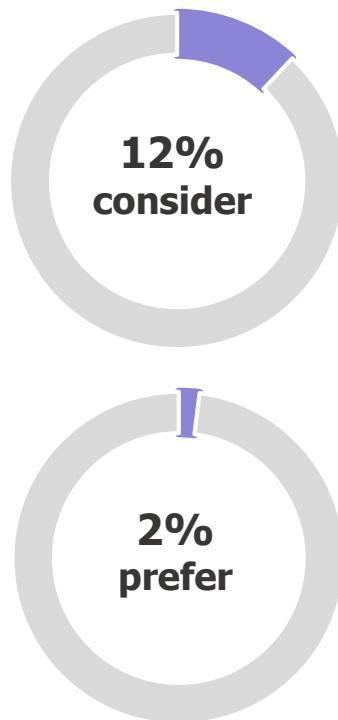


Ranking of Factors in School Selection Decision

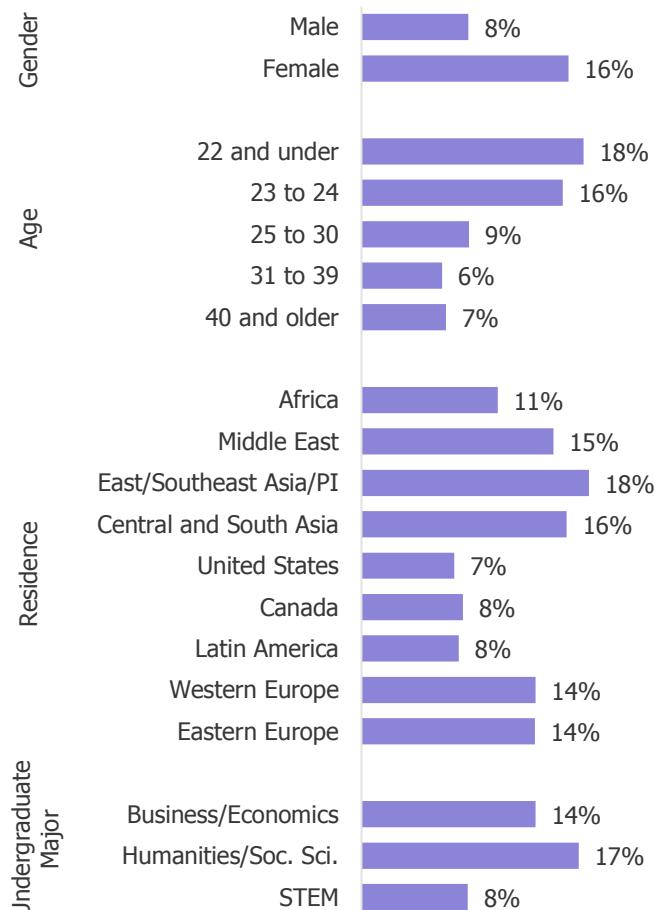


Master of Marketing

Candidate Consideration and Preference for This Program Type

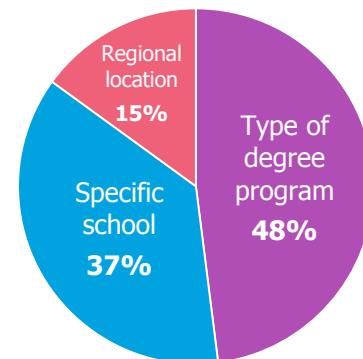


Percentage of Candidates Considering This Program Type by Demographic Group

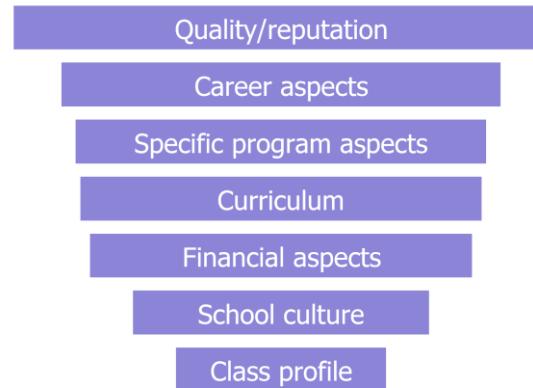


Candidates Considering This Program Type

First Business School Consideration

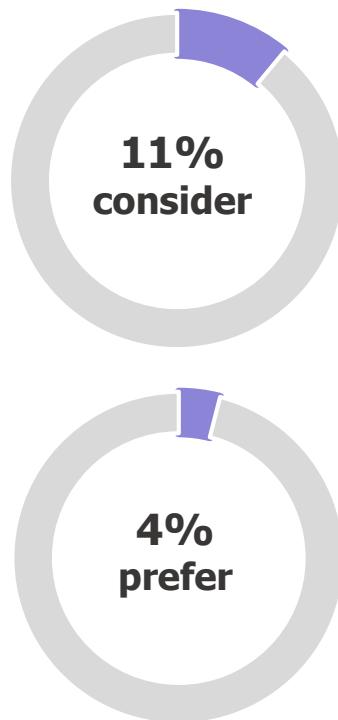


Ranking of Factors in School Selection Decision

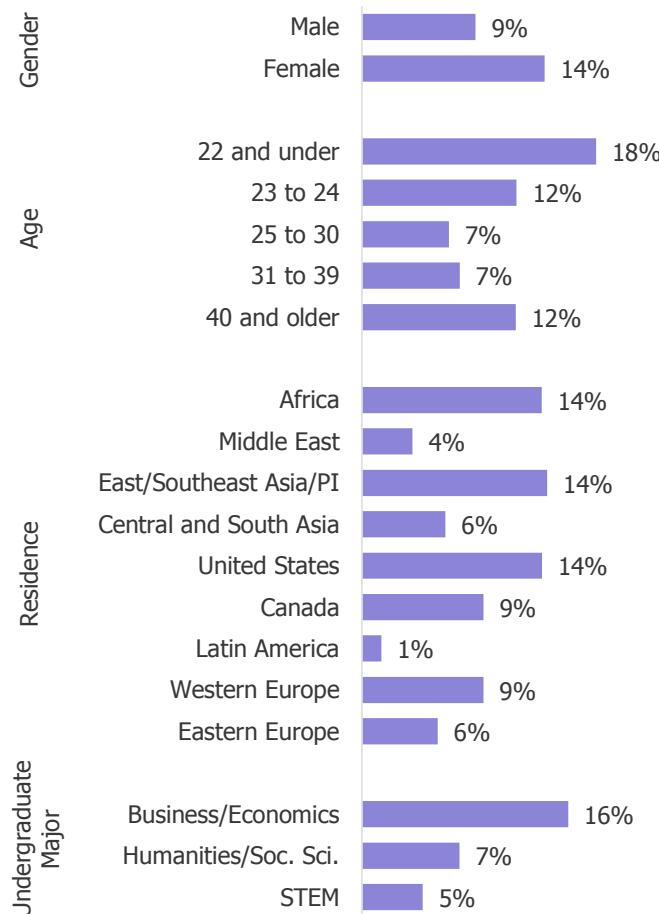


Master of Accounting

Candidate Consideration and Preference for This Program Type

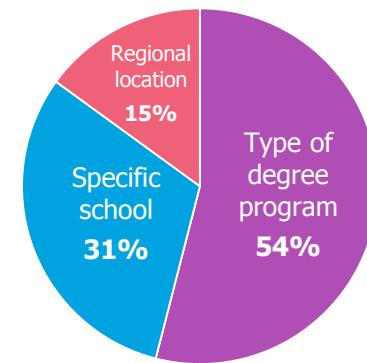


Percentage of Candidates Considering This Program Type by Demographic Group

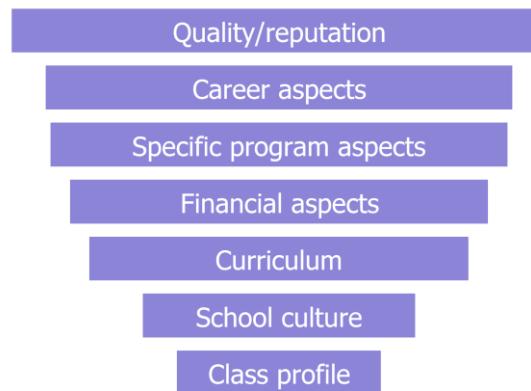


Candidates Considering This Program Type

First Business School Consideration

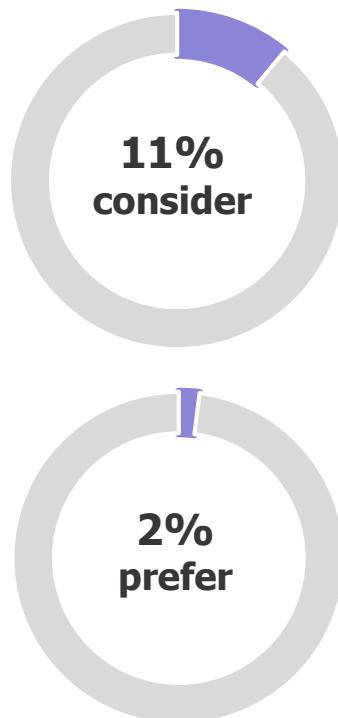


Ranking of Factors in School Selection Decision

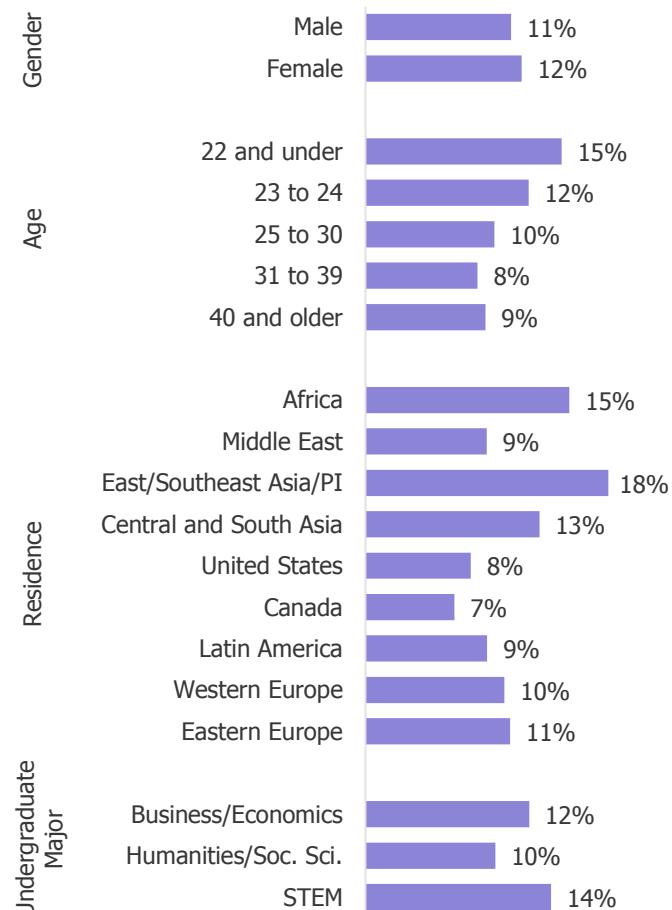


Master of Information Technology

Candidate Consideration and Preference for This Program Type

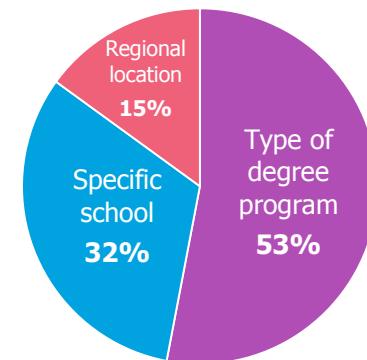


Percentage of Candidates Considering This Program Type by Demographic Group

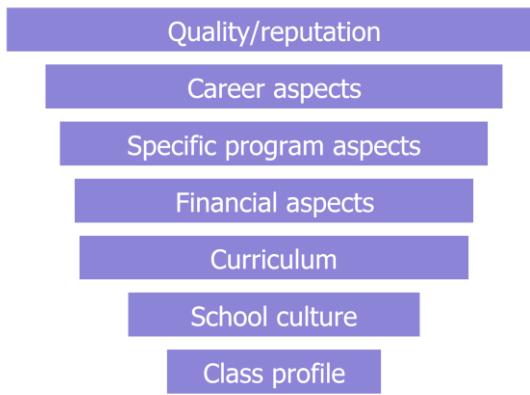


Candidates Considering This Program Type

First Business School Consideration

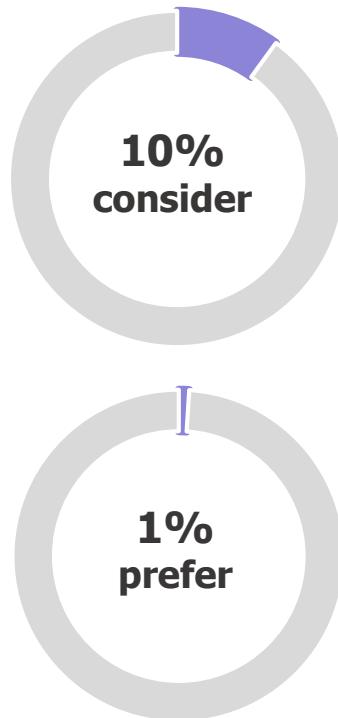


Ranking of Factors in School Selection Decision

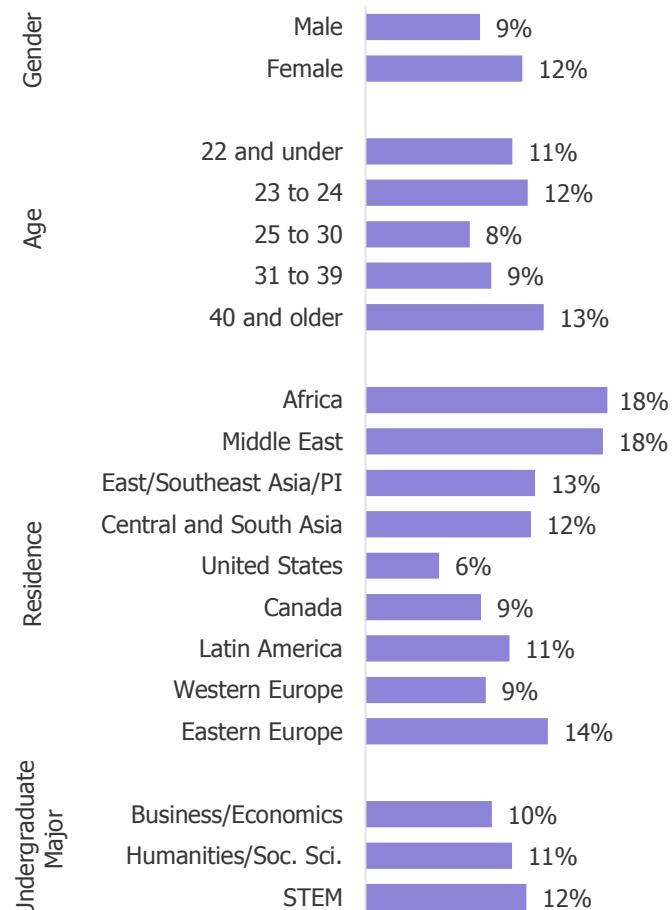


Master of Project Management

Candidate Consideration and Preference for This Program Type

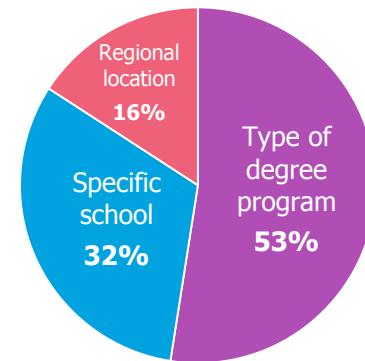


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Business School Consideration

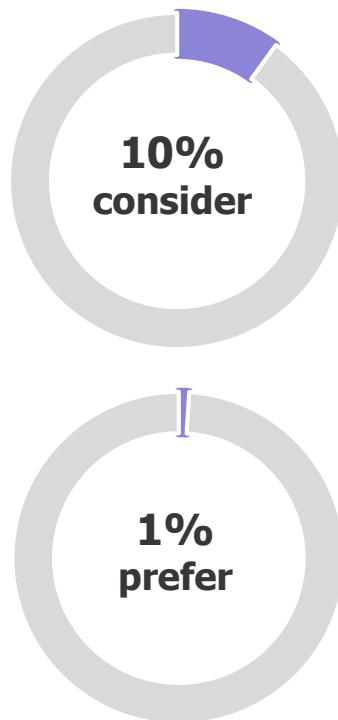


Ranking of Factors in School Selection Decision

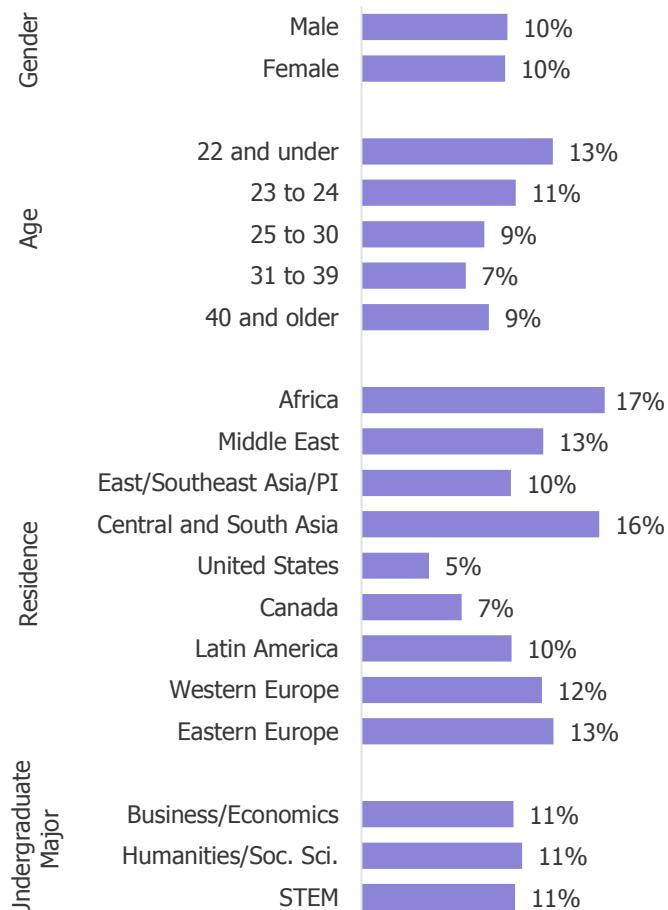


Master of Entrepreneurship

Candidate Consideration and Preference for This Program Type

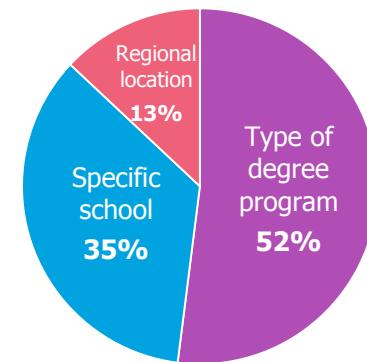


Percentage of Candidates Considering This Program Type by Demographic Group

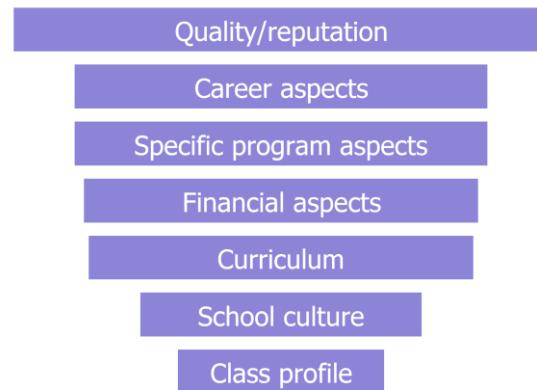


Candidates Considering This Program Type

First Business School Consideration

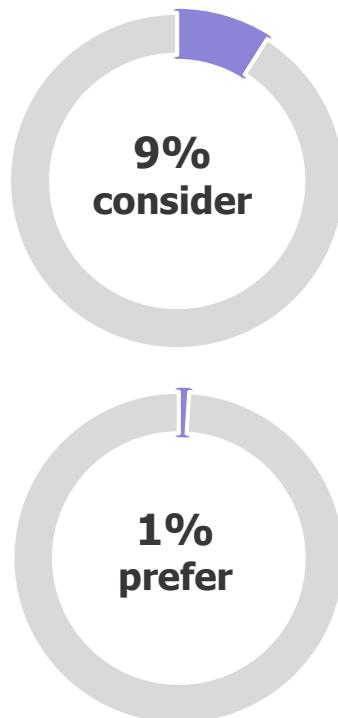


Ranking of Factors in School Selection Decision

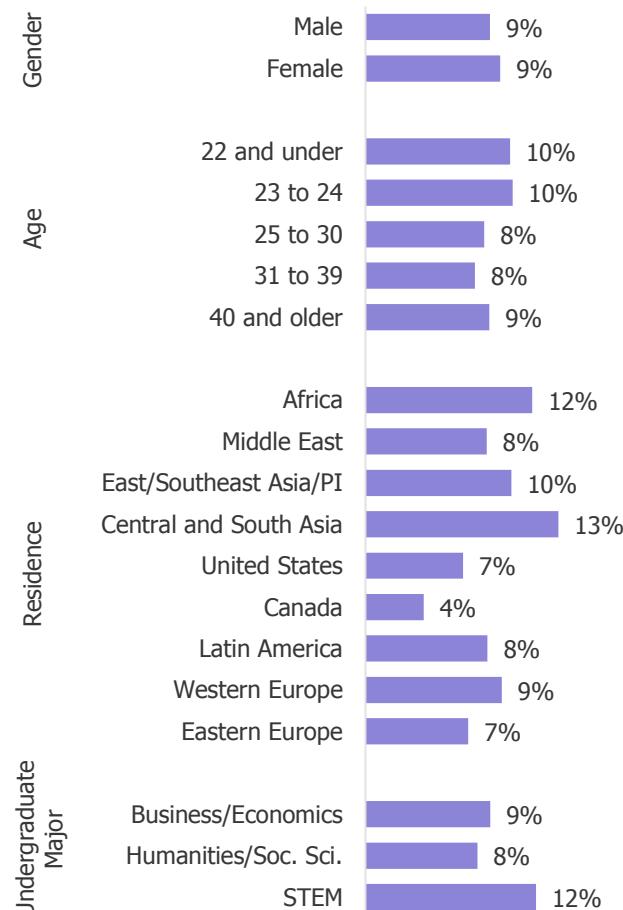


Master of Supply Chain Management

Candidate Consideration and Preference for This Program Type

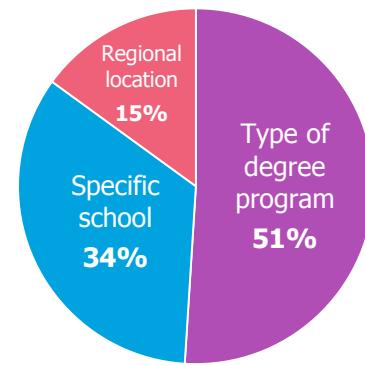


Percentage of Candidates Considering This Program Type by Demographic Group

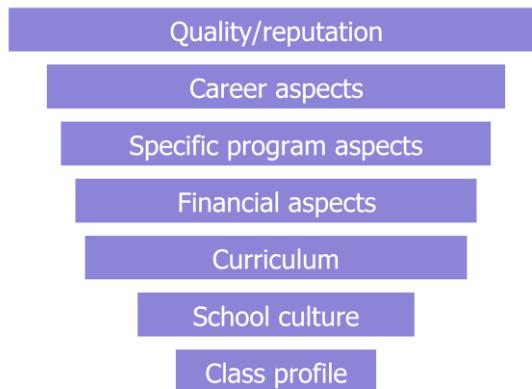


Candidates Considering This Program Type

First Business School Consideration

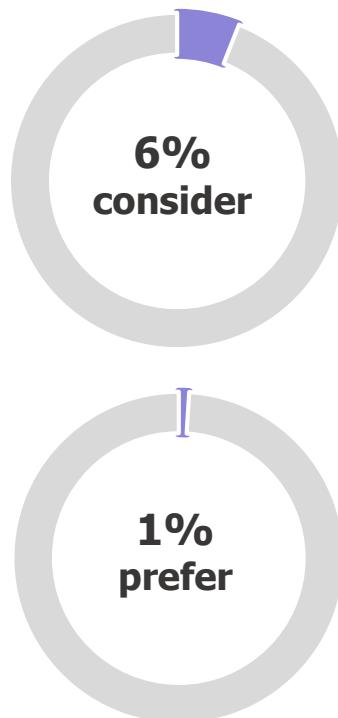


Ranking of Factors in School Selection Decision

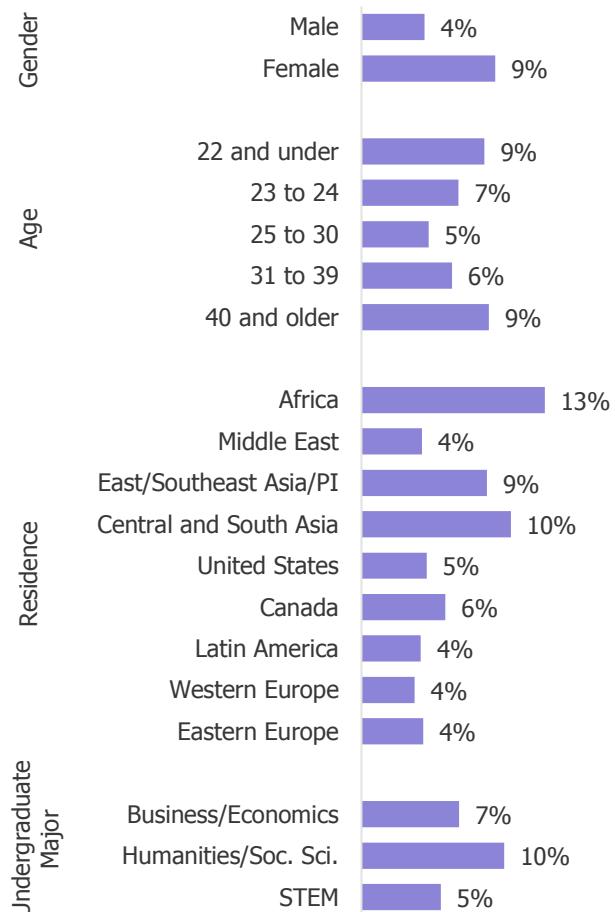


Master of Human Resources

Candidate Consideration and Preference for This Program Type

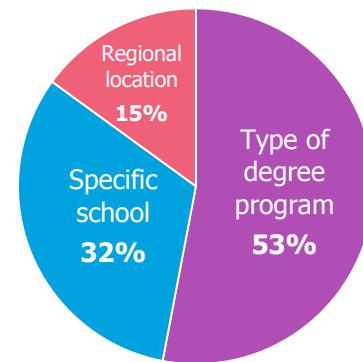


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Business School Consideration

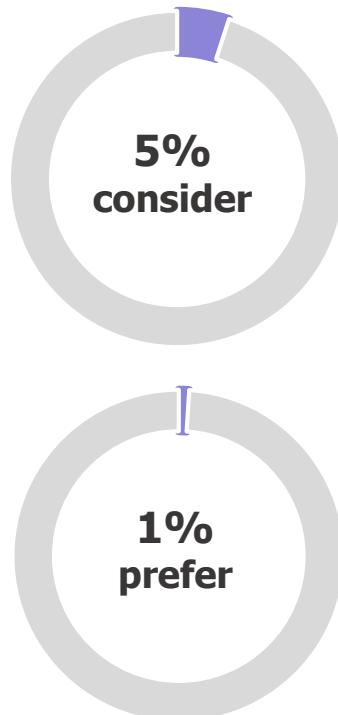


Ranking of Factors in School Selection Decision

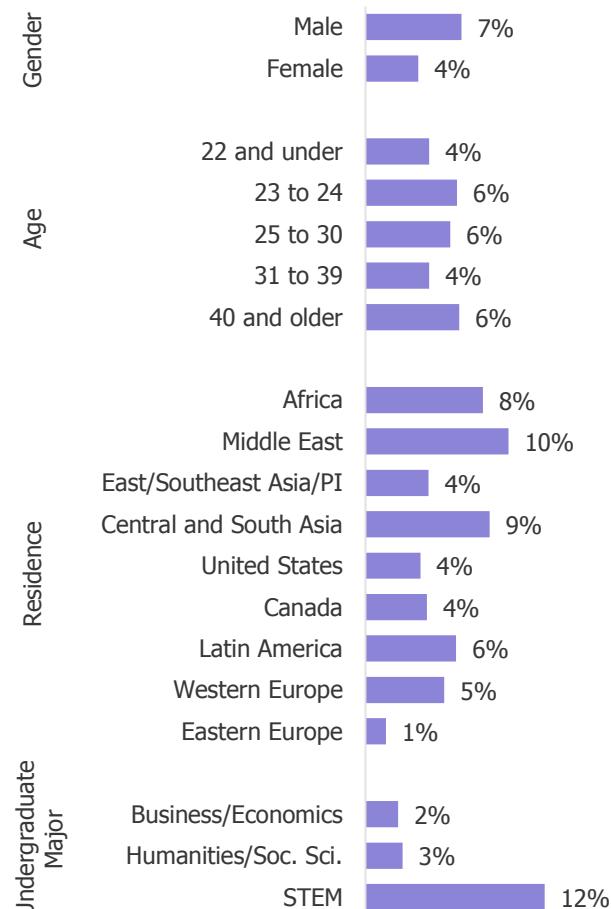


Master of Engineering Management

Candidate Consideration and Preference for This Program Type

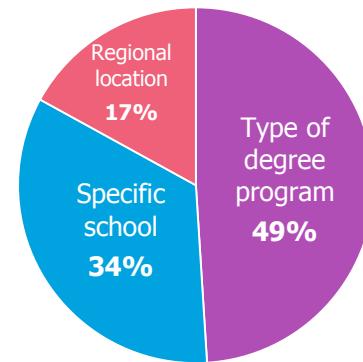


Percentage of Candidates Considering This Program Type by Demographic Group

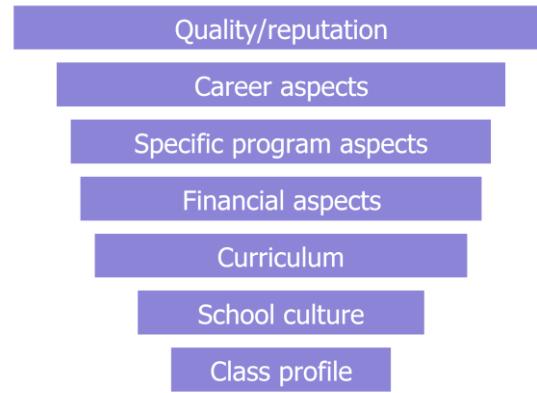


Candidates Considering This Program Type

First Business School Consideration

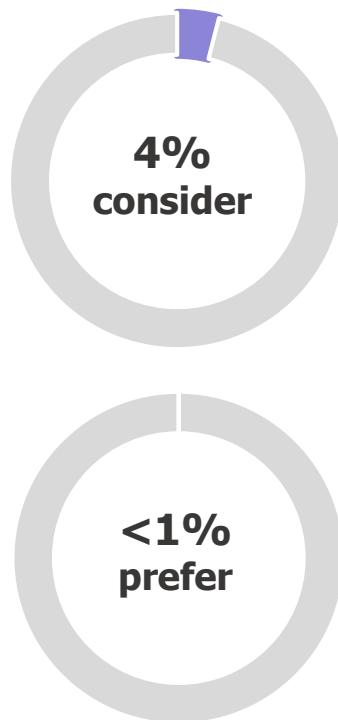


Ranking of Factors in School Selection Decision

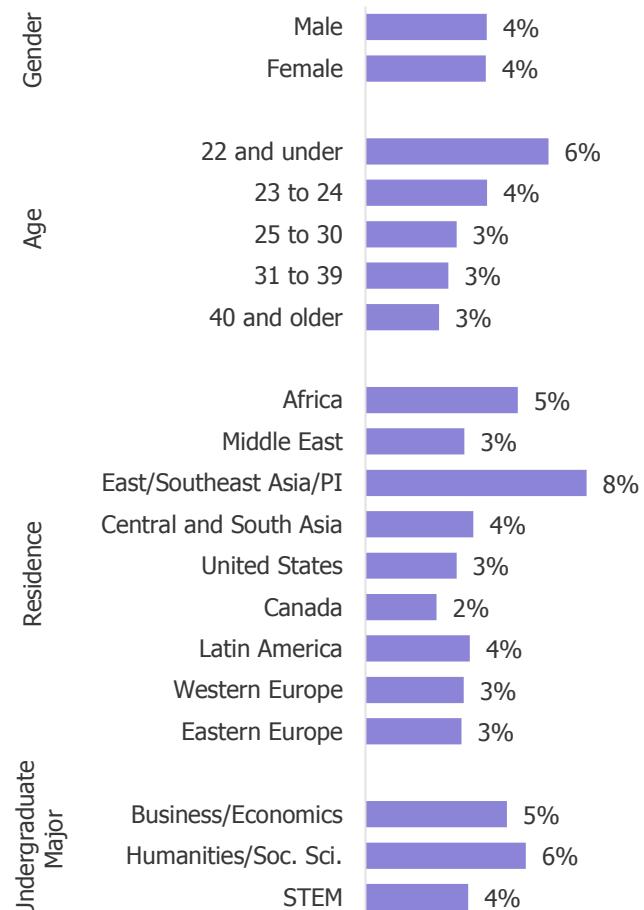


Master of Real Estate Management

Candidate Consideration and Preference for This Program Type

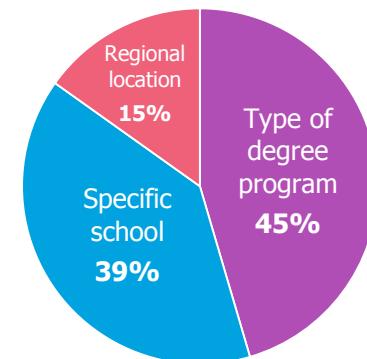


Percentage of Candidates Considering This Program Type by Demographic Group



Candidates Considering This Program Type

First Business School Consideration

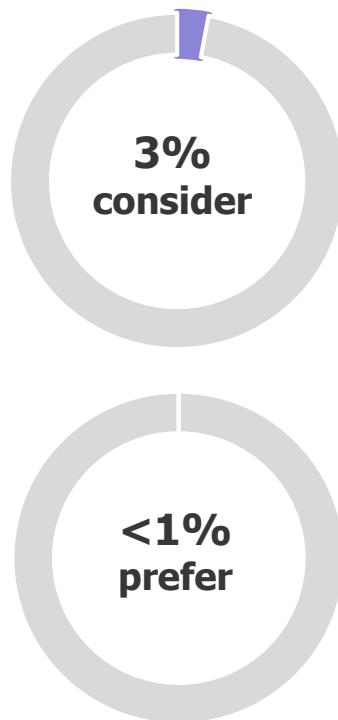


Ranking of Factors in School Selection Decision

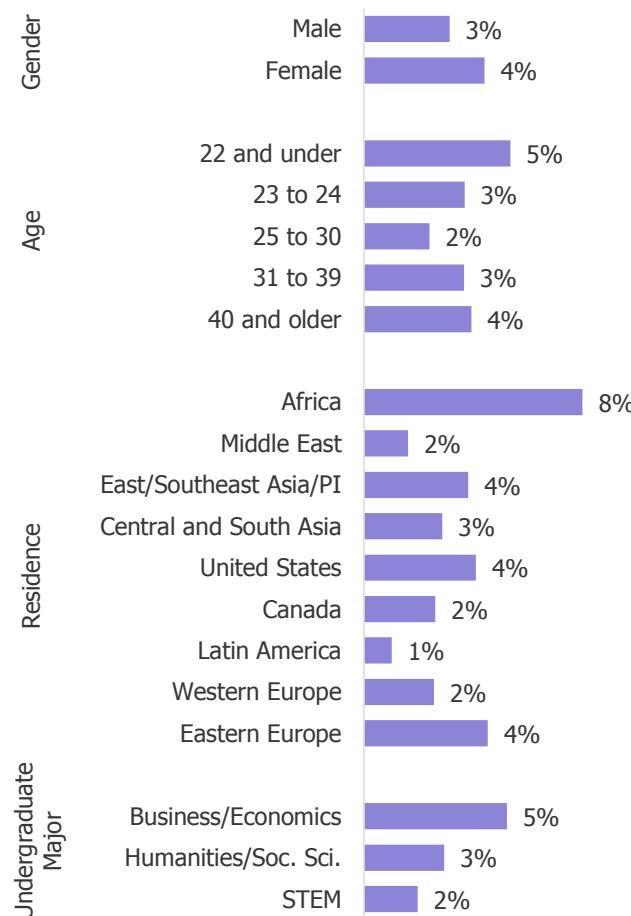


Master of Taxation

Candidate Consideration and Preference for This Program Type

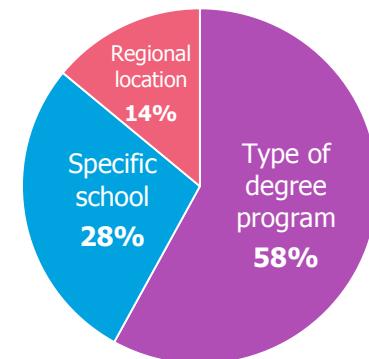


Percentage of Candidates Considering This Program Type by Demographic Group

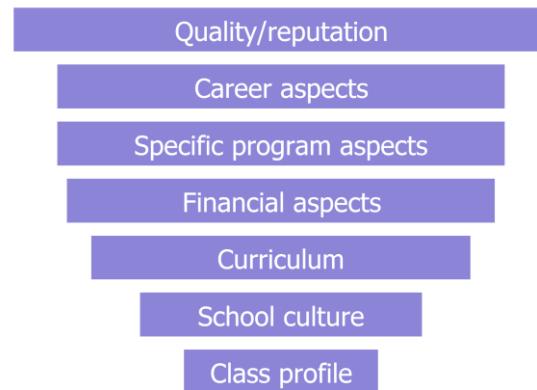


Candidates Considering This Program Type

First Business School Consideration

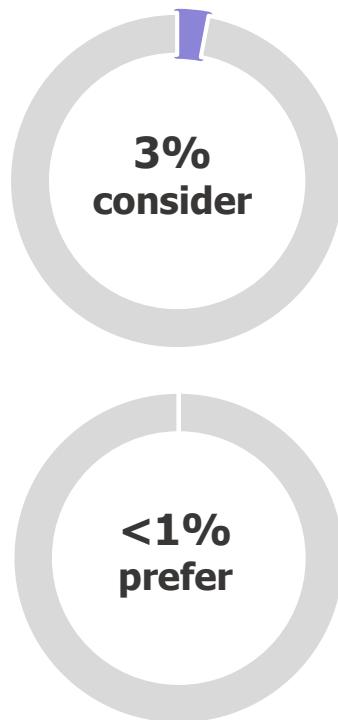


Ranking of Factors in School Selection Decision

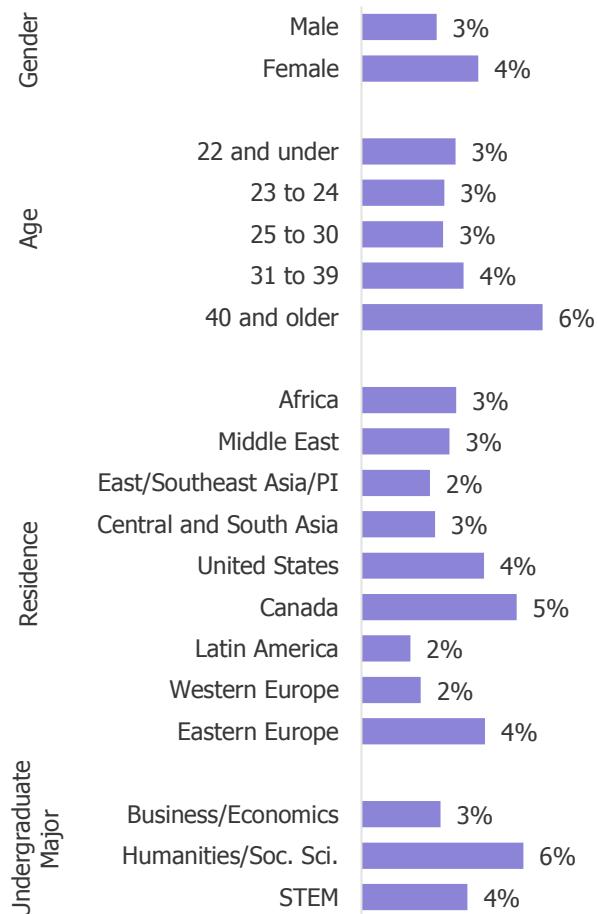


Master of Health Administration

Candidate Consideration and Preference for This Program Type

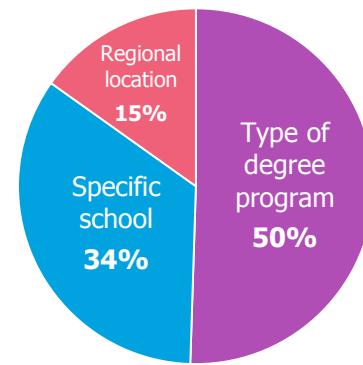


Percentage of Candidates Considering This Program Type by Demographic Group

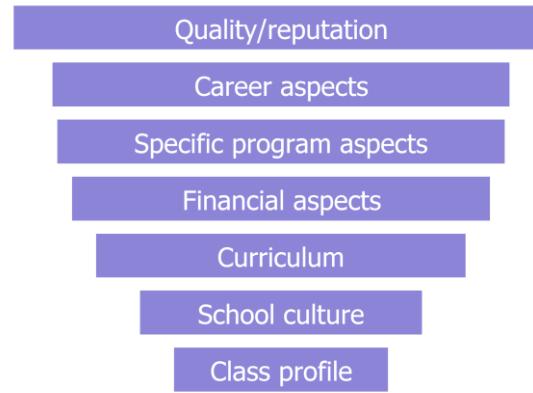


Candidates Considering This Program Type

First Business School Consideration



Ranking of Factors in School Selection Decision



Candidate Profiles by Preferred Program Category

This section features data by candidate preferred program category, including:

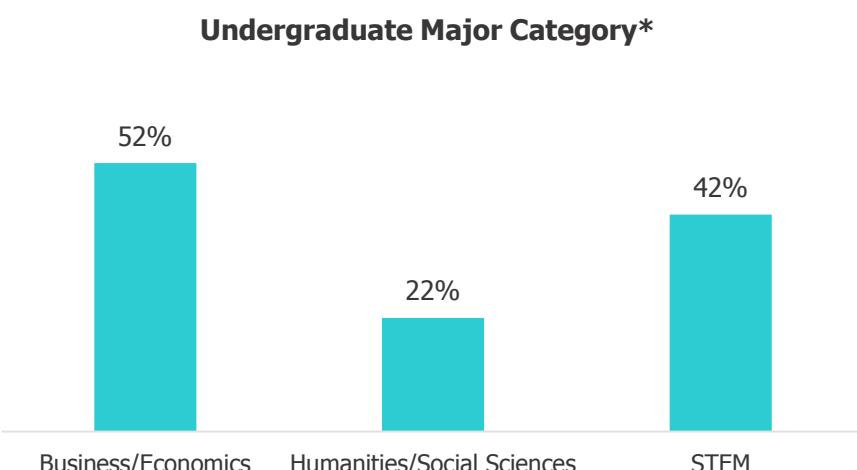
- Gender
- Median age
- Median years work experience
- Undergraduate major category
- Home ownership
- Marital status
- Child status



Full-Time MBA

Candidates who prefer full-time MBA program types began considering business school a median of 15 months after completing their undergraduate degree. At the time of mba.com registration they have a median age of 26 and a median of three years of work experience. About 1 in 5 own a home (20%) and are married (17%), and 1 in 10 have children (10%).

Sixty-three percent are men and 37 percent are women. Half majored in business/economics as undergraduates (52%), 42 percent majored in a STEM field, and 22 percent majored in a humanities/social sciences field.

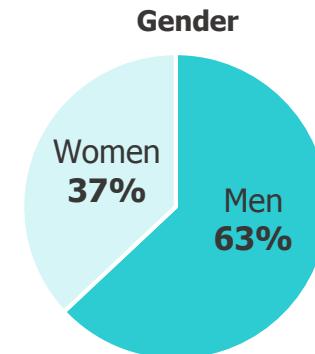


*Total does not sum to 100 percent because of multiple selections.

Median timing of first consideration of business school

15

months after completion of undergraduate degree



At the time of mba.com registration

26

Median age

3

Median years work experience

20% 17% 10%

Own a home

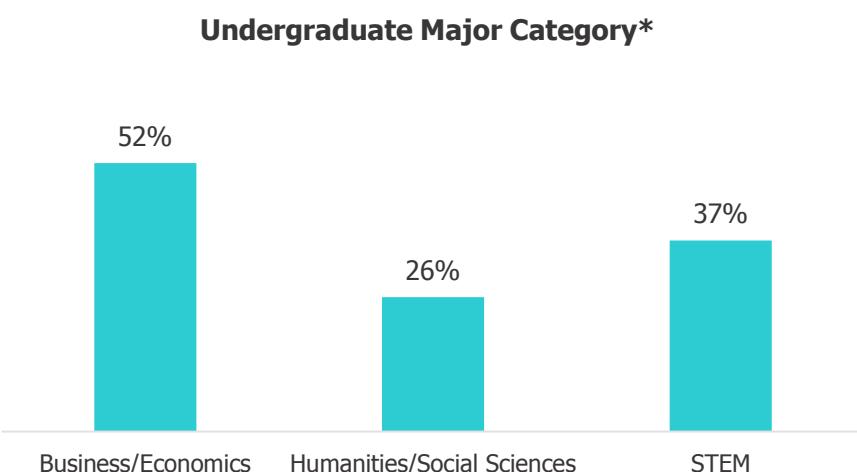
Married

Have children

Professional MBA

Candidates who prefer professional MBA program types began considering business school a median of 28 months after completing their undergraduate degree. At the time of mba.com registration they have a median age of 28 and a median of four years work of experience. More than 1 in 3 own a home (36%) and are married (35%), and about 1 in 4 have children (24%).

Fifty-six percent are men and 44 percent are women. Half majored in business/economics as undergraduates (52%), 37 percent majored in a STEM field, and 26 percent majored in a humanities/social sciences field.

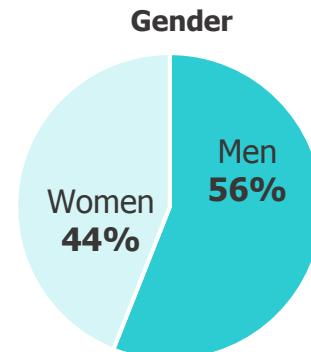


*Total does not sum to 100 percent because of multiple selections.

Median timing of first consideration of business school

28

months after completion of undergraduate degree



At the time of mba.com registration

28

Median age

4

Median years work experience

36% 35% 24%

Own a home

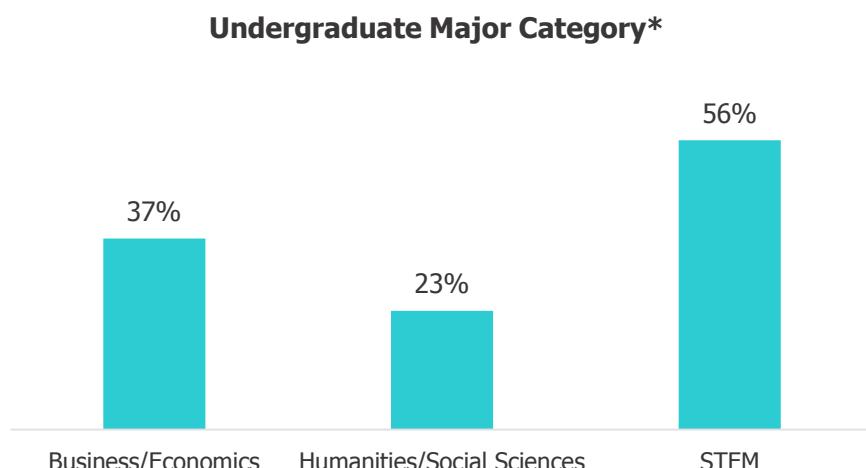
Married

Have children

Executive MBA

Candidates who prefer executive MBA program types began considering business school a median of five years after completing their undergraduate degree. At the time of mba.com registration they have a median age of 34 and a median of nine and a half years of work experience. About half own a home (47%) and are married (52%), and 39 percent have children.

Sixty-seven percent are men and 33 percent are women. More than half majored in a STEM field as undergraduates (56%), 37 percent majored in business/economics, and 23 percent majored in a humanities/social sciences field.

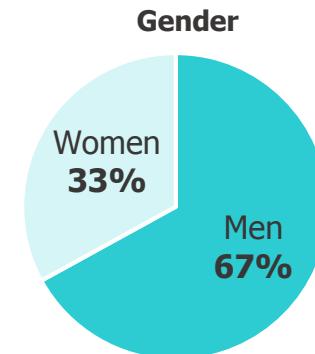


*Total does not sum to 100 percent because of multiple selections.

Median timing of first consideration of business school

5

years after completion of undergraduate degree



At the time of mba.com registration

34

Median age

9.5

Median years work experience

47% 52% 39%

Own a home

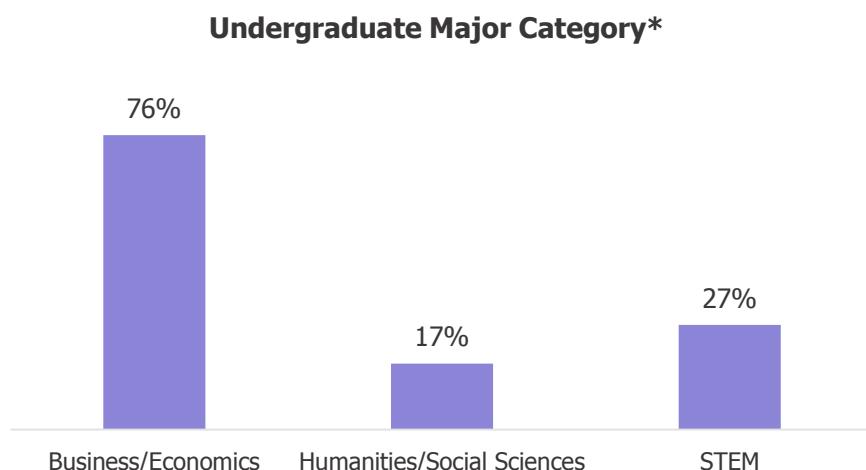
Married

Have children

Business Master's

Candidates who prefer business master's program types began considering business school a median of 10 months before completing their undergraduate degree. At the time of mba.com registration they have a median age of 23 and a median of zero years of work experience. About 1 in 5 own a home (18%), and about 1 in 10 are married (10%) and have children (9%).

The gender split is about equal. Three in 4 majored in business/economics as undergraduates (76%), 27 percent majored in a STEM field, and 17 percent majored in a humanities/social sciences field.

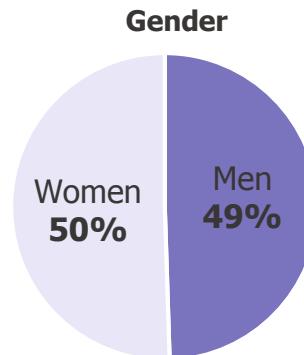


*Total does not sum to 100 percent because of multiple selections.

Median timing of first consideration of business school

10

months before completion of undergraduate degree



At the time of mba.com registration

23

Median age

0

Median years work experience

18% 10% 9%

Own a home

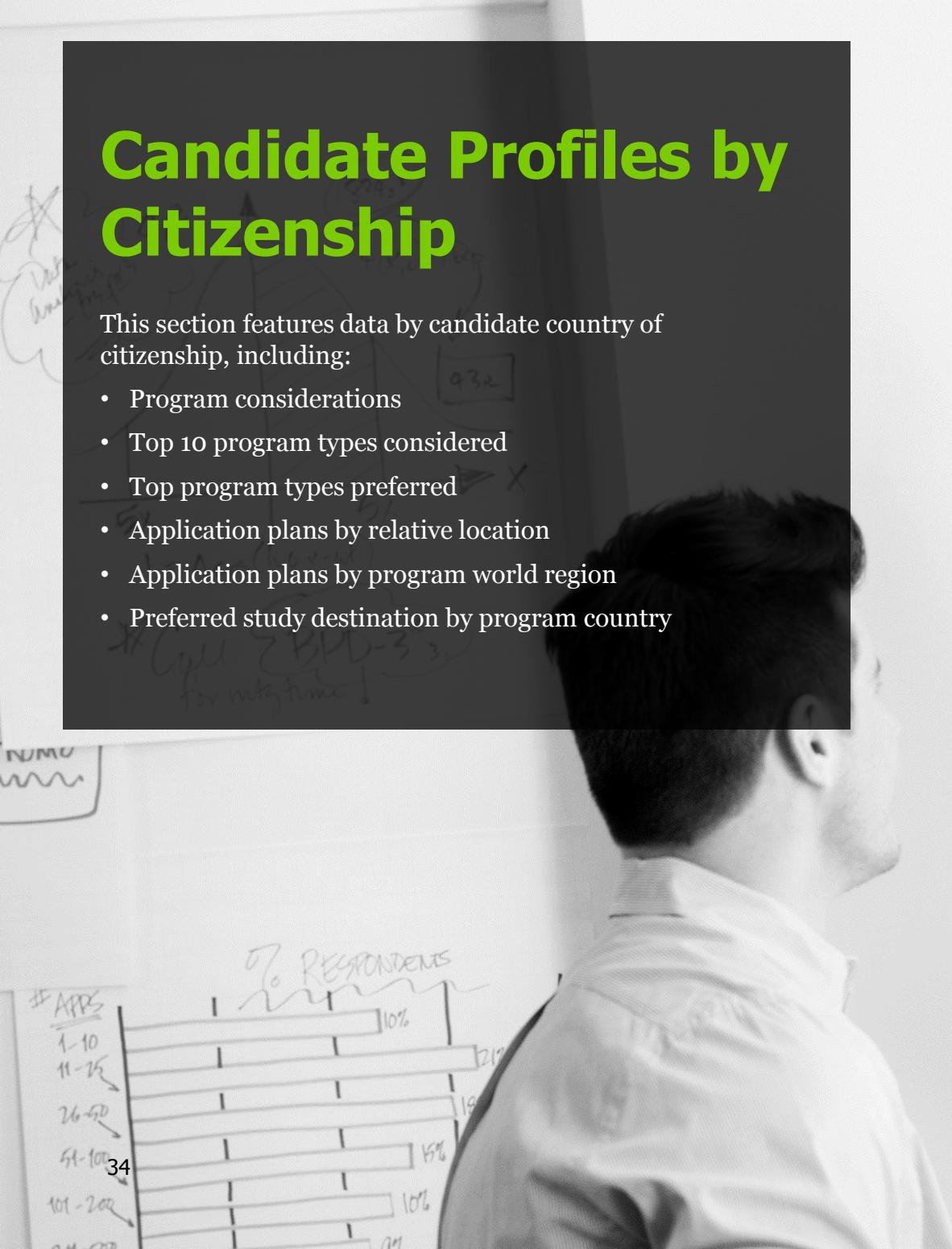
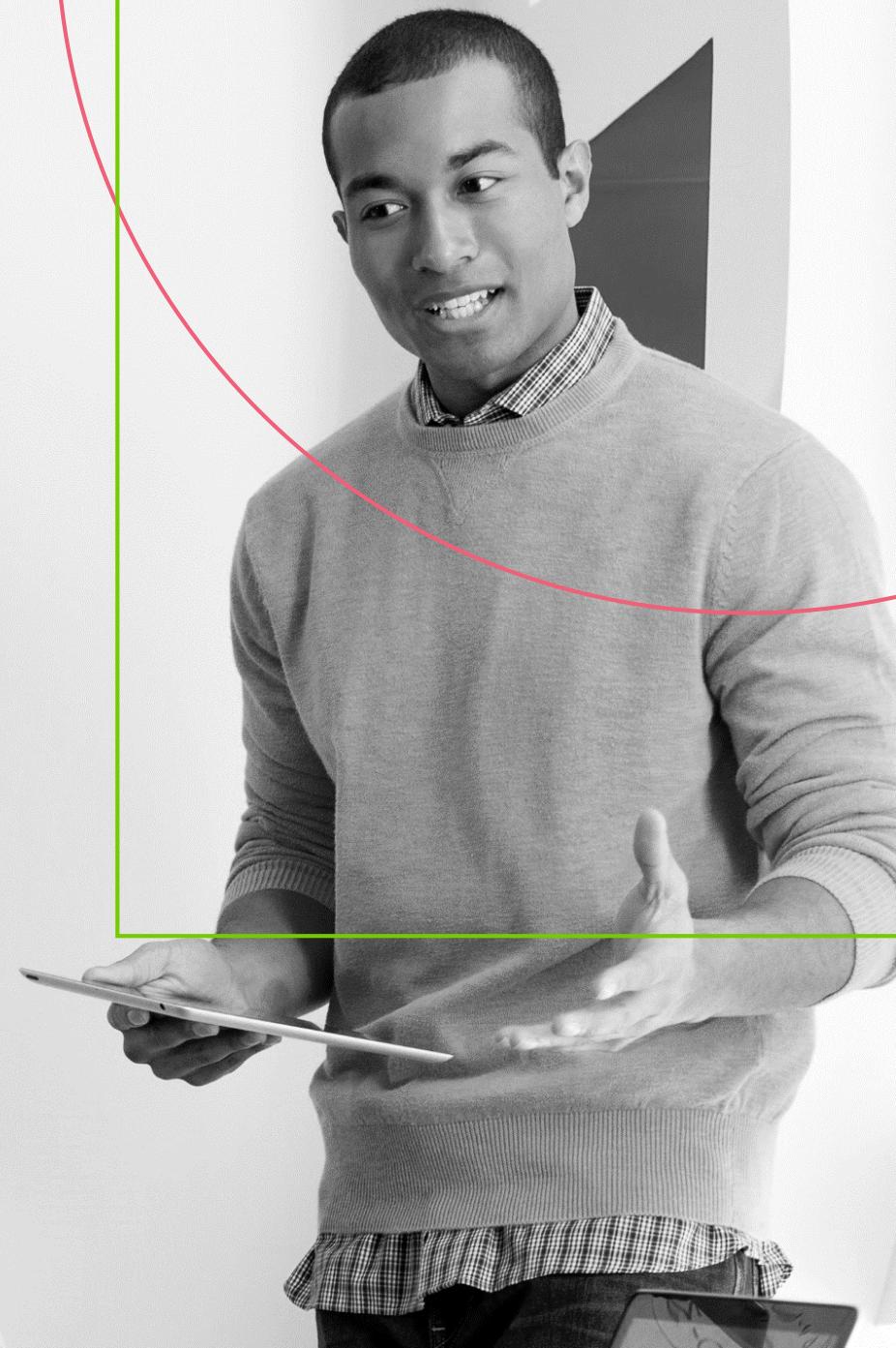
Married

Have children

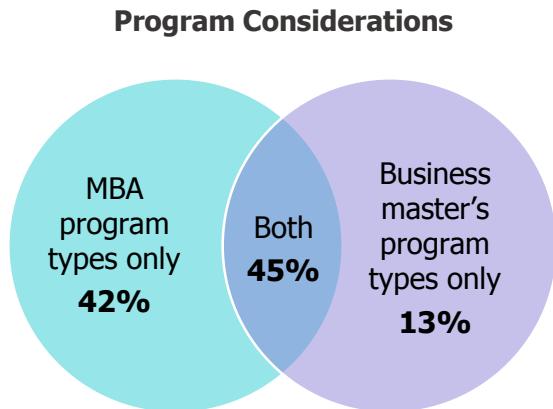
Candidate Profiles by Citizenship

This section features data by candidate country of citizenship, including:

- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country



Australia



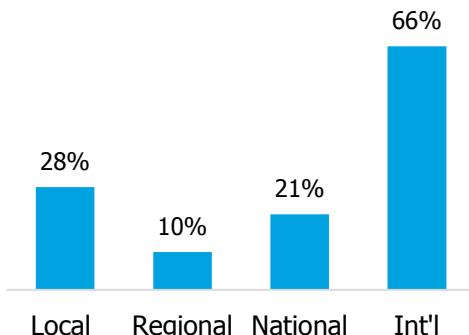
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time two-year MBA | 44% |
| Full-time one-year MBA | 44% |
| Part-time MBA | 26% |
| Executive MBA | 26% |
| Flexible MBA | 25% |
| Online MBA | 18% |
| Master of Finance | 18% |
| Master in Management | 16% |
| Hybrid/blended MBA | 13% |
| Master of Int'l Management | 13% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 26% |
| Executive MBA | 11% |
| Full-time two-year MBA | 11% |
| Master of Finance | 11% |
| Flexible MBA | 9% |
| Online MBA | 5% |
| Master in Management | 5% |

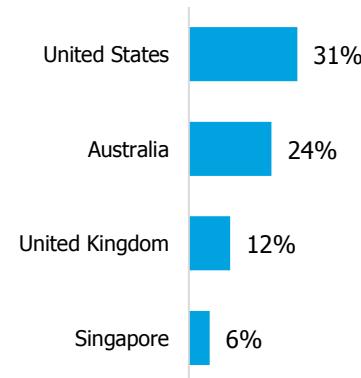
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 51% |
| W. Europe | 43% |
| Aus/PI | 40% |
| E & SE Asia | 16% |
| Canada | 15% |
| E. Europe | 6% |
| C & S Asia | 4% |
| LATAM | 3% |
| Middle East | 0% |
| Africa | 0% |

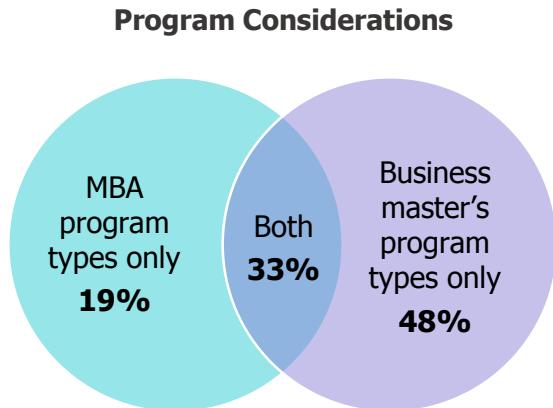
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Belgium



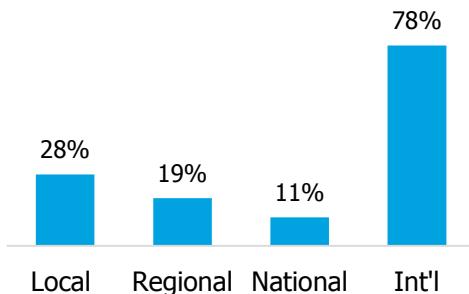
Top 10 Program Types Considered

| | |
|----------------------------------|-----|
| Master of Finance | 43% |
| Full-time one-year MBA | 31% |
| Full-time two-year MBA | 28% |
| Master in Management | 24% |
| Master of Intl. Management | 19% |
| Master of Info. Technology | 17% |
| Master of Data Analytics | 15% |
| Master of Engineering Management | 15% |
| Executive MBA | 13% |
| Master of Marketing | 13% |

Top Program Types Preferred*

| | |
|----------------------------|-----|
| Master of Finance | 26% |
| Master in Management | 11% |
| Full-time one-year MBA | 11% |
| Master of Int'l Management | 9% |
| Full-time two-year MBA | 9% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| W. Europe | 81% |
| United States | 28% |
| Canada | 7% |
| E. Europe | 6% |
| C & S Asia | 4% |
| E & SE Asia | 2% |
| Aus/PI | 2% |
| Middle East | 0% |
| LATAM | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

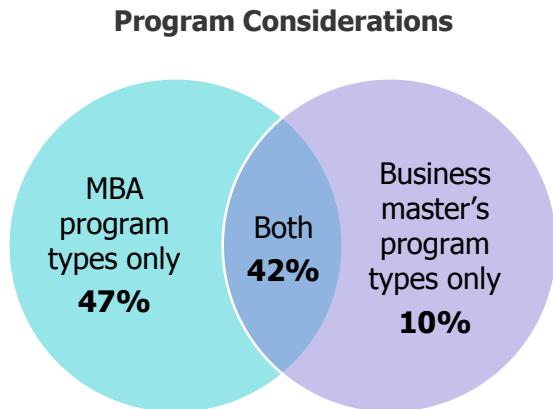
| | |
|----------------|-----|
| United Kingdom | 26% |
| United States | 26% |
| Belgium | 15% |
| France | 7% |
| Netherlands | 6% |
| Spain | 6% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

Brazil



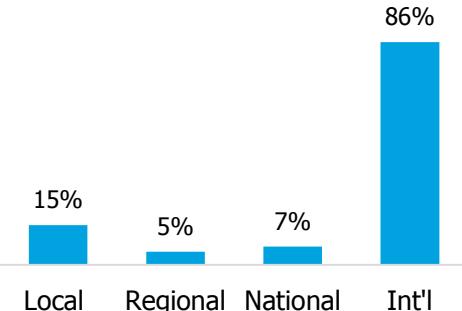
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 61% |
| Full-time two-year MBA | 55% |
| Executive MBA | 23% |
| Master of Finance | 21% |
| Part-time MBA | 21% |
| Master in Management | 16% |
| Flexible MBA | 15% |
| Master of Int'l Management | 14% |
| Master of Data Analytics | 14% |
| Master of Entrepreneurship | 13% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 37% |
| Full-time two-year MBA | 24% |
| Executive MBA | 6% |
| Master in Management | 5% |
| Master of Finance | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 70% |
| W. Europe | 62% |
| Canada | 26% |
| E. Europe | 12% |
| LATAM | 5% |
| Aus/PI | 5% |
| E & SE Asia | 4% |
| Middle East | 1% |
| C & S Asia | 1% |
| Africa | 0% |

Preferred Study Destination by Program Country*

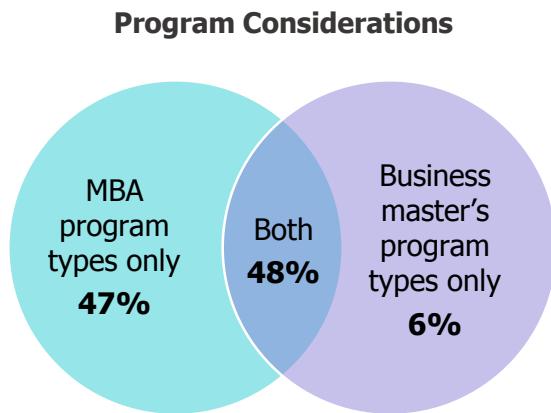
| | |
|----------------|-----|
| United States | 48% |
| United Kingdom | 12% |
| Canada | 11% |
| France | 8% |
| Spain | 7% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

Canada



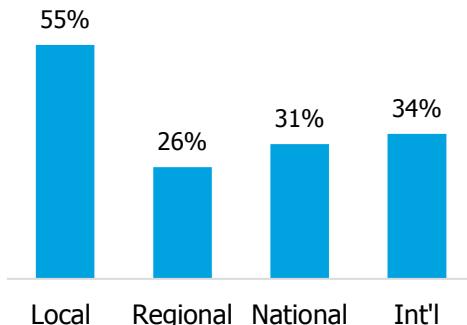
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 57% |
| Full-time two-year MBA | 45% |
| Part-time MBA | 44% |
| Flexible MBA | 28% |
| Executive MBA | 22% |
| Online MBA | 20% |
| Master of Data Analytics | 16% |
| Joint/dual degree w/ an MBA | 15% |
| Hybrid/blended MBA | 13% |
| Master of Finance | 12% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 30% |
| Part-time MBA | 15% |
| Full-time two-year MBA | 13% |
| Executive MBA | 8% |
| Flexible MBA | 6% |

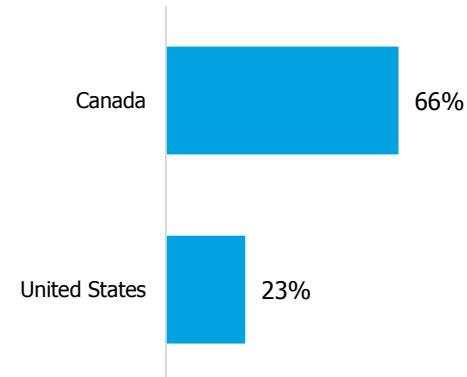
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| Canada | 80% |
| United States | 32% |
| W. Europe | 19% |
| E & SE Asia | 6% |
| Aus/PI | 4% |
| E. Europe | 3% |
| C & S Asia | 2% |
| Africa | 2% |
| LATAM | 1% |
| Middle East | 1% |

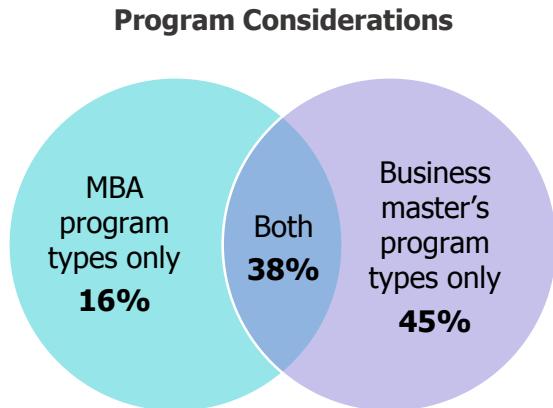
Preferred Study Destination by Program Country*



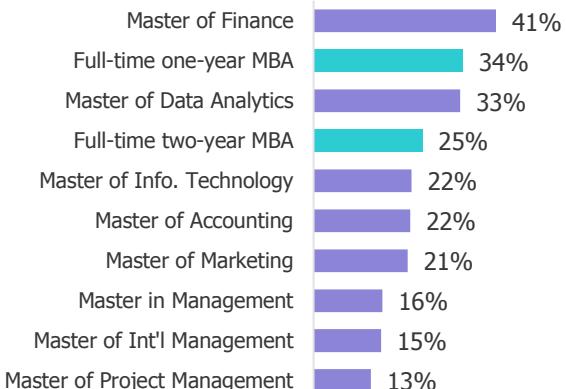
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

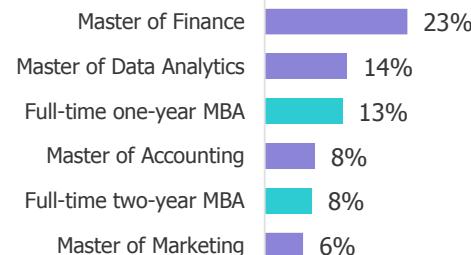
China



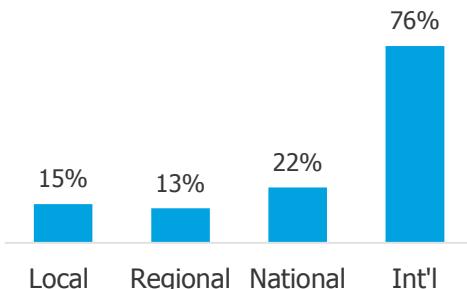
Top 10 Program Types Considered



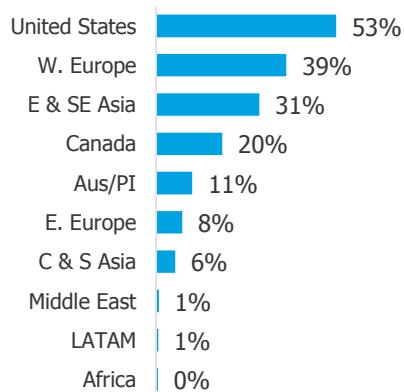
Top Program Types Preferred*



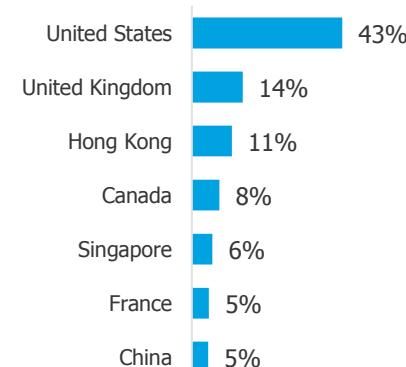
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



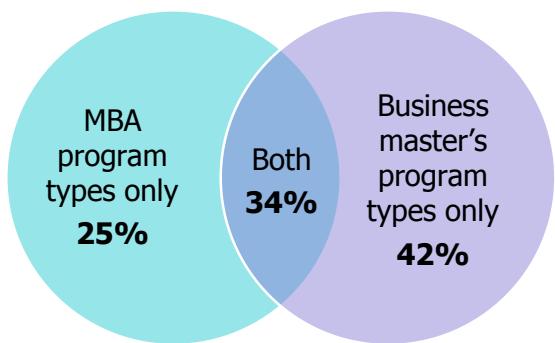
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

France

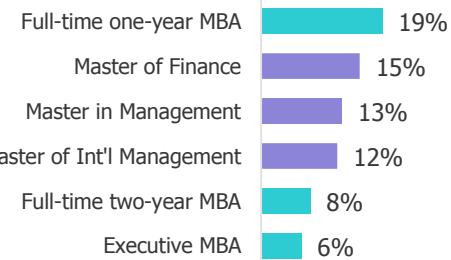
Program Considerations



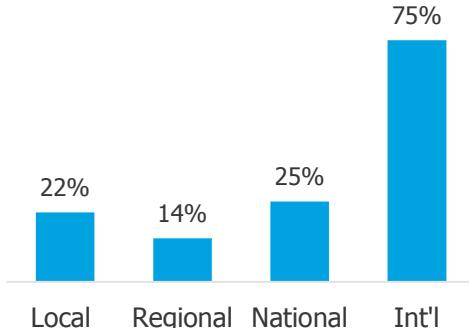
Top 10 Program Types Considered



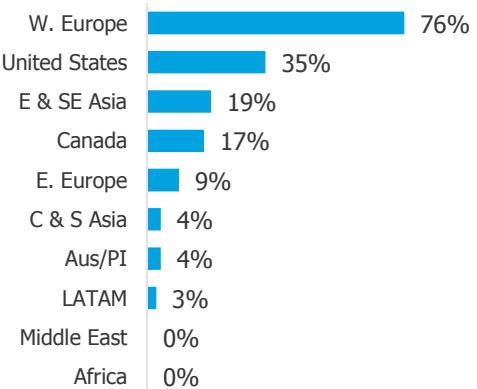
Top Program Types Preferred*



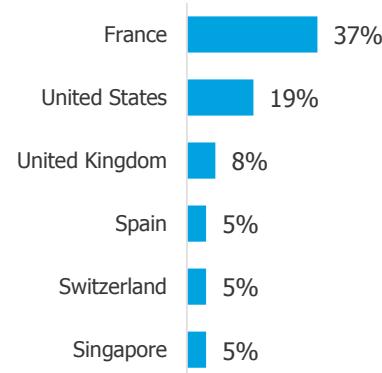
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

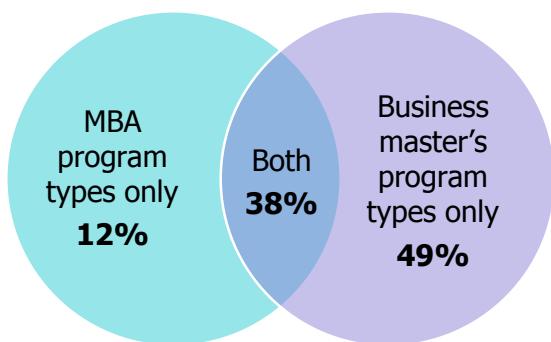


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

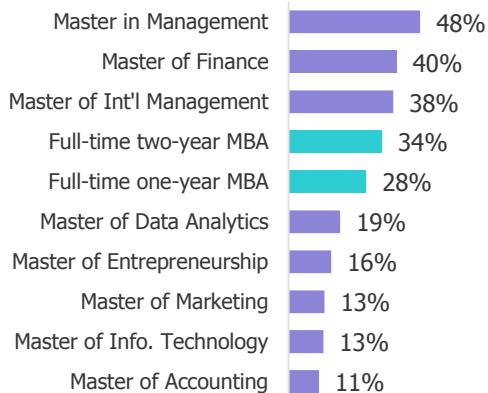
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Germany

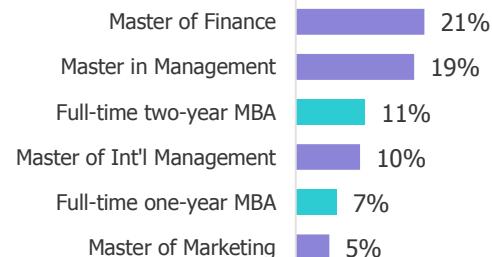
Program Considerations



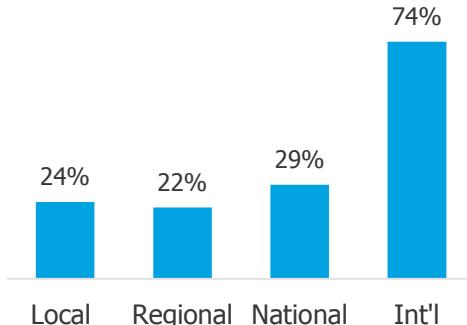
Top 10 Program Types Considered



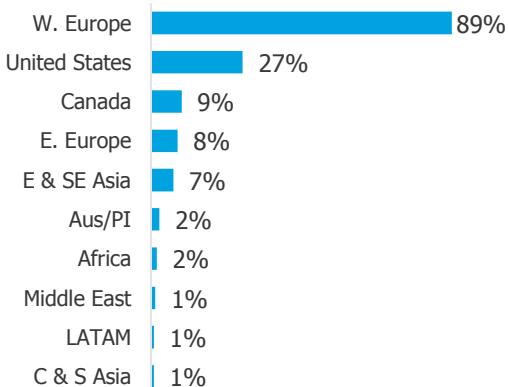
Top Program Types Preferred*



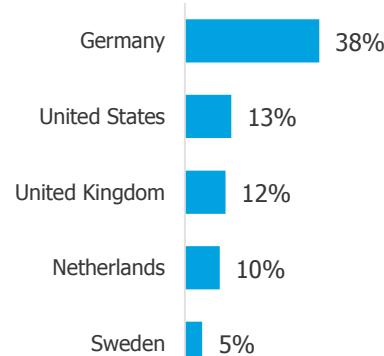
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



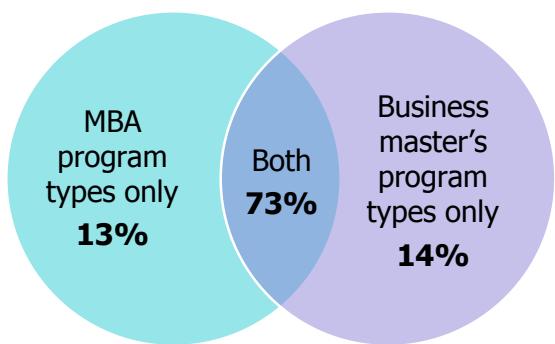
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

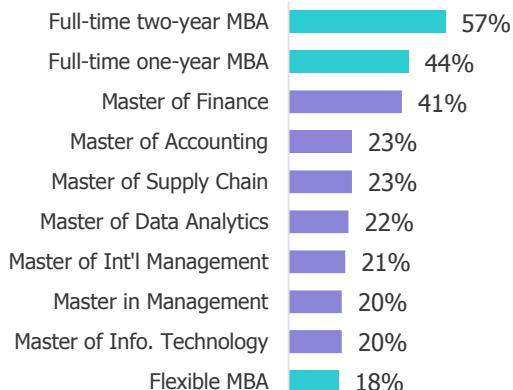
Candidate Profiles by Citizenship

Ghana

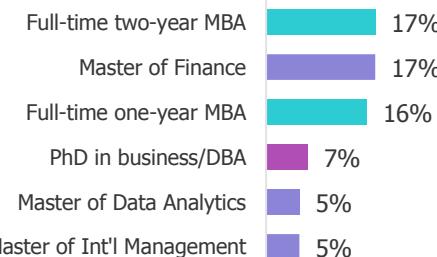
Program Considerations



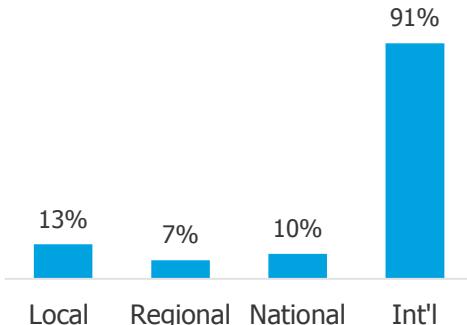
Top 10 Program Types Considered



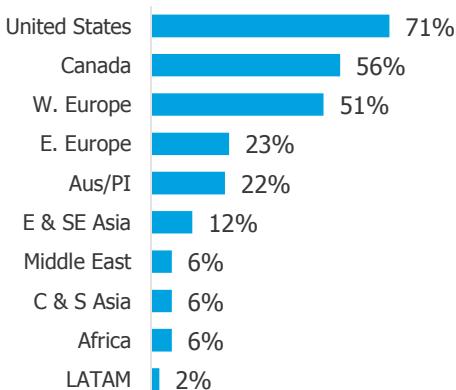
Top Program Types Preferred*



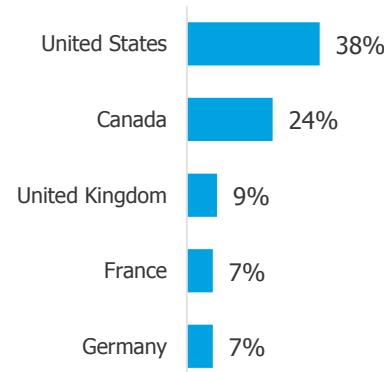
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



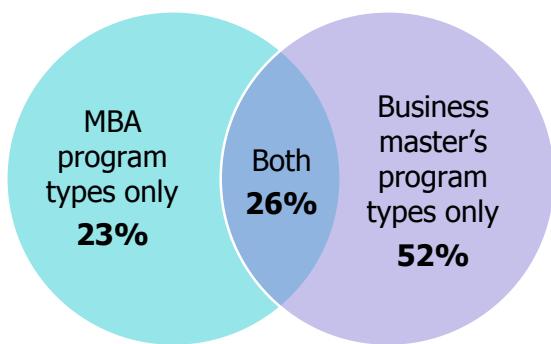
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

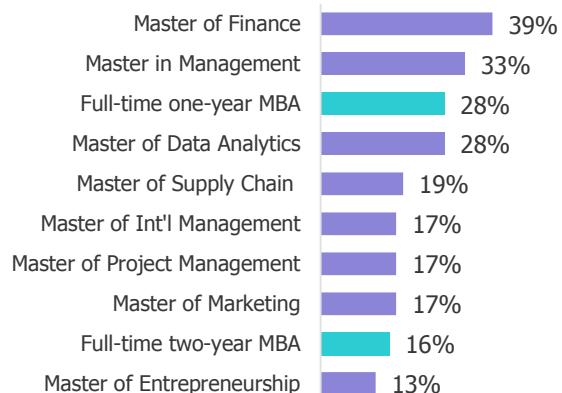
Candidate Profiles by Citizenship

Greece

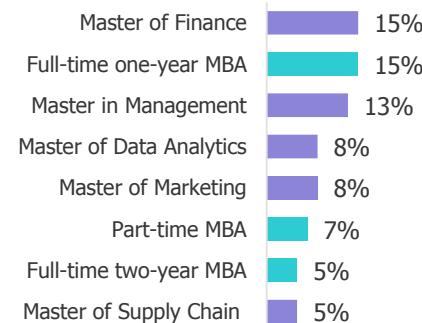
Program Considerations



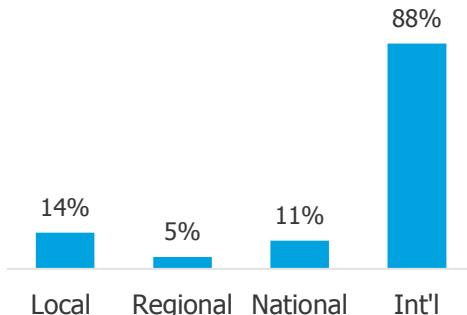
Top 10 Program Types Considered



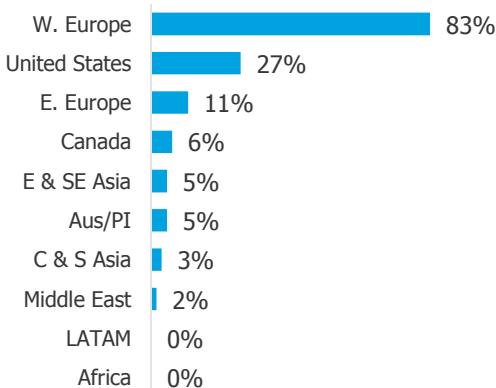
Top Program Types Preferred*



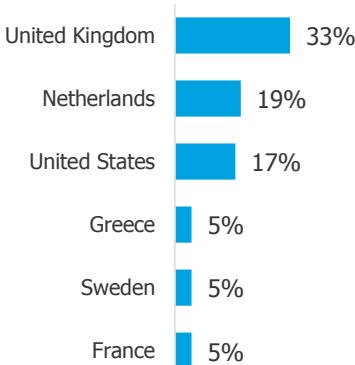
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

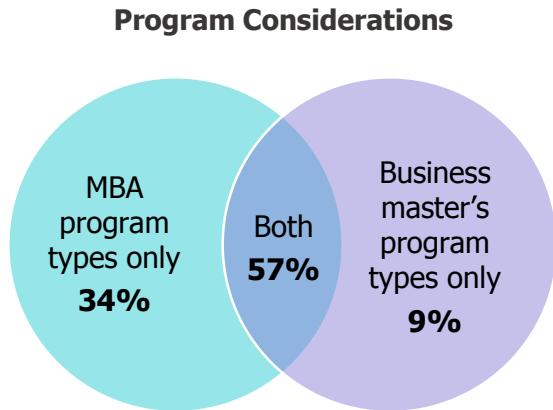


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

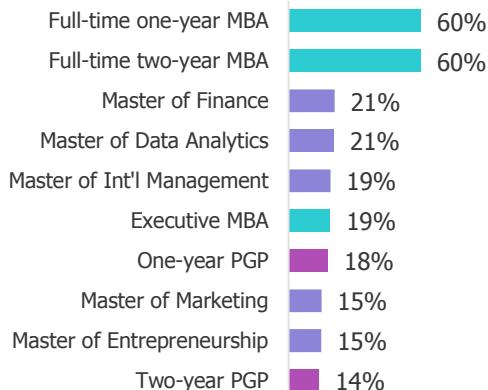
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

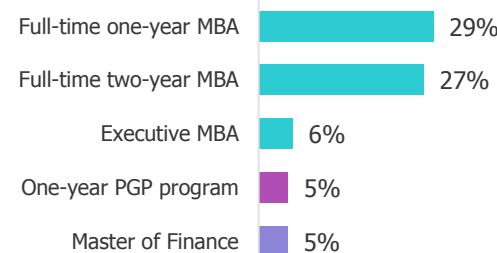
India



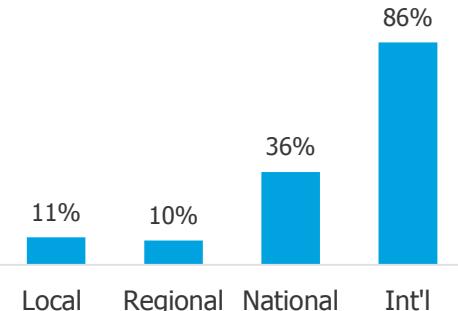
Top 10 Program Types Considered



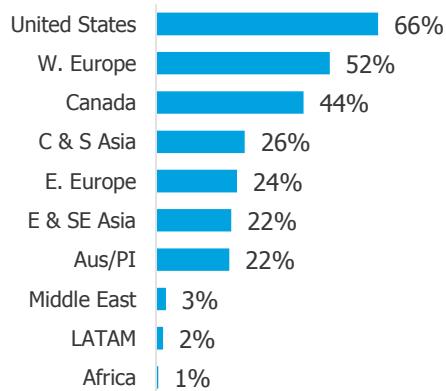
Top Program Types Preferred*



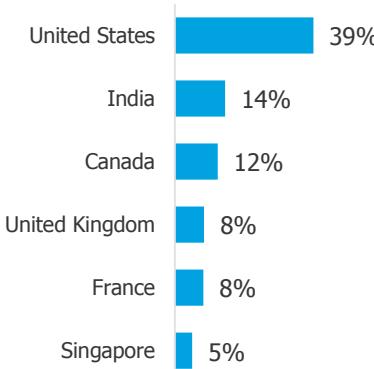
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

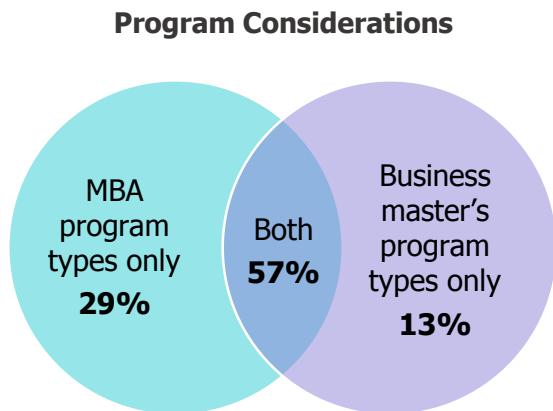


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

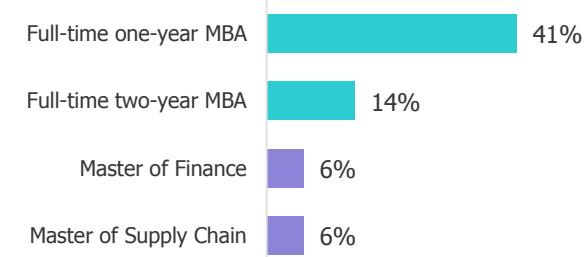
Indonesia



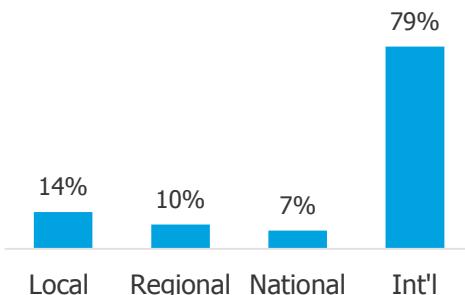
Top 10 Program Types Considered



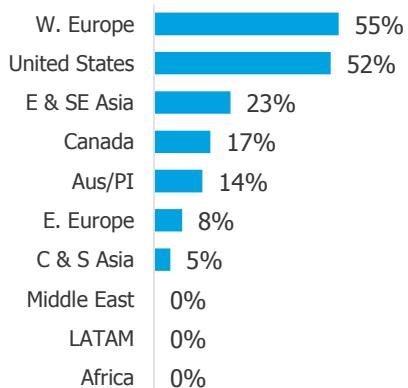
Top Program Types Preferred*



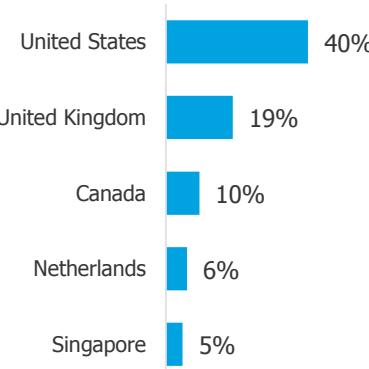
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

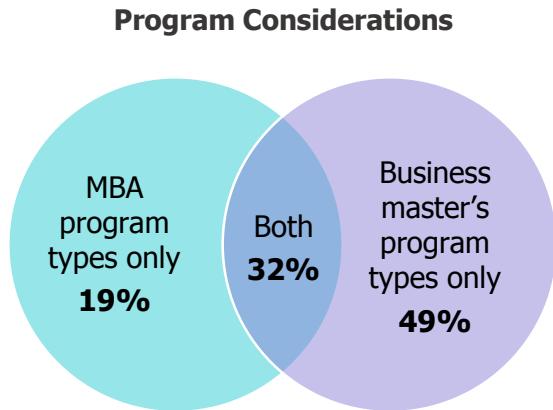


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

Italy



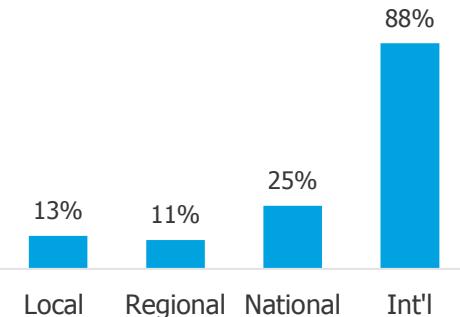
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 65% |
| Full-time two-year MBA | 39% |
| Master of Finance | 27% |
| Part-time MBA | 19% |
| Master of Info. Technology | 17% |
| Master of Data Analytics | 15% |
| Master of Supply Chain | 15% |
| Master of Int'l Management | 14% |
| Master of Marketing | 14% |
| Flexible MBA | 14% |

Top Program Types Preferred*

| | |
|----------------------------|-----|
| Master of Finance | 32% |
| Full-time one-year MBA | 16% |
| Master in Management | 12% |
| Master of Int'l Management | 10% |
| Full-time two-year MBA | 9% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| W. Europe | 83% |
| United States | 28% |
| E. Europe | 10% |
| E & SE Asia | 7% |
| Canada | 5% |
| Aus/PI | 5% |
| C & S Asia | 2% |
| Middle East | 1% |
| LATAM | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

| | |
|----------------|-----|
| United Kingdom | 22% |
| United States | 20% |
| Italy | 19% |
| France | 10% |
| Switzerland | 6% |
| Spain | 5% |
| Germany | 5% |

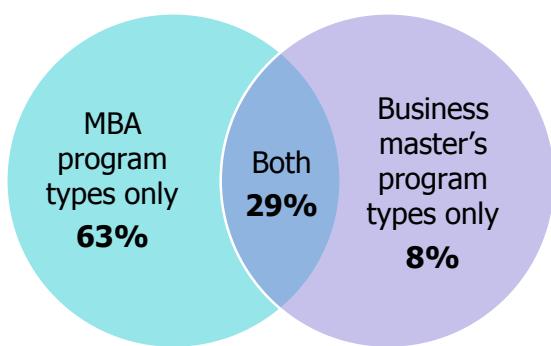
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

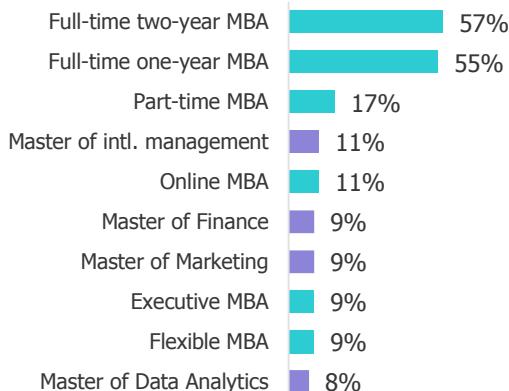
Candidate Profiles by Citizenship

Japan

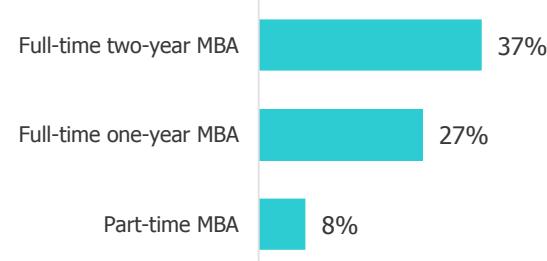
Program Considerations



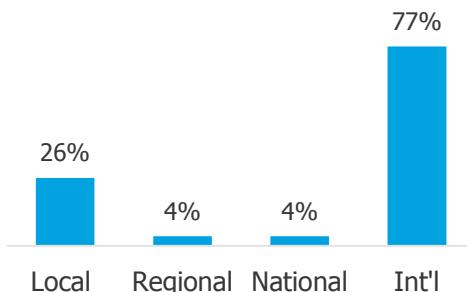
Top 10 Program Types Considered



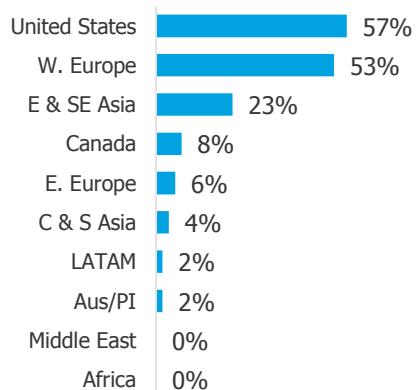
Top Program Types Preferred*



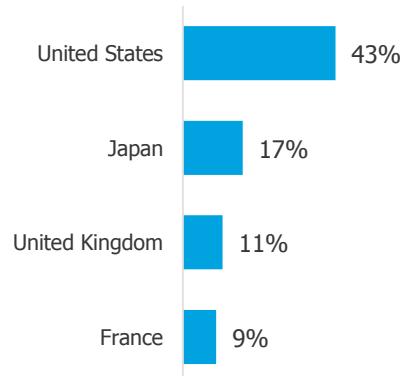
Application Plans by Relative Location



Application Plans by Program World Region



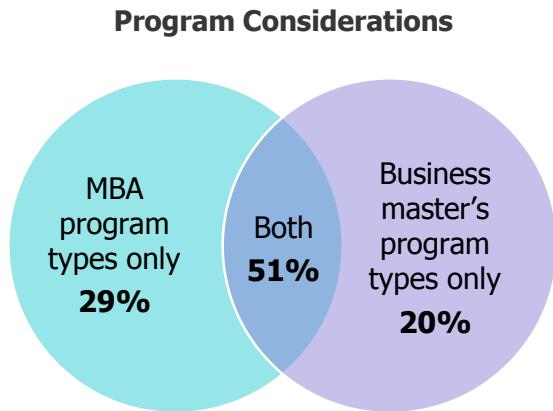
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Kenya



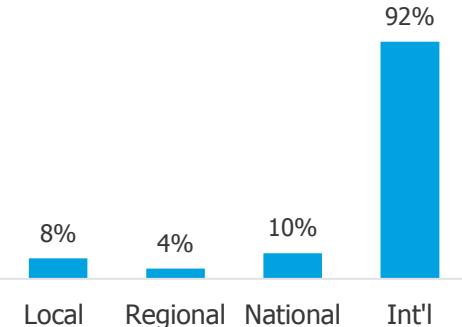
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 48% |
| Full-time two-year MBA | 38% |
| Master of Finance | 34% |
| Part-time MBA | 24% |
| Master of Data Analytics | 24% |
| Master of Entrepreneurship | 24% |
| Flexible MBA | 20% |
| Executive MBA | 18% |
| Master in Management | 16% |
| Master of Int'l Management | 12% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 31% |
| Master of Finance | 18% |
| Full-time two-year MBA | 14% |
| PhD in business/DBA | 6% |
| Flexible MBA | 6% |

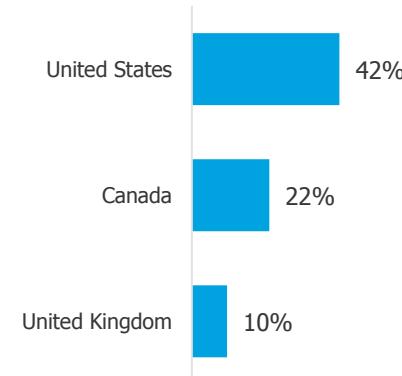
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 60% |
| W. Europe | 50% |
| Canada | 42% |
| E. Europe | 24% |
| Aus/PI | 16% |
| E & SE Asia | 12% |
| Africa | 12% |
| LATAM | 4% |
| C & S Asia | 2% |
| Middle East | 0% |

Preferred Study Destination by Program Country*

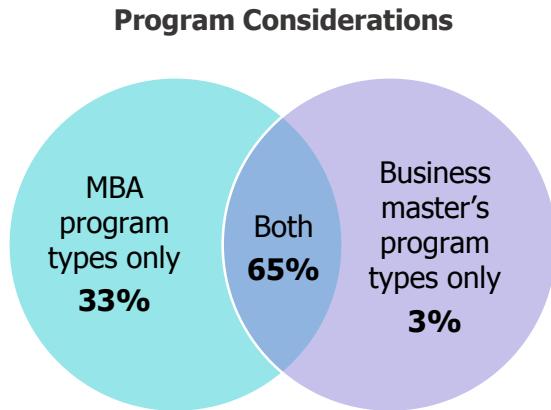


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

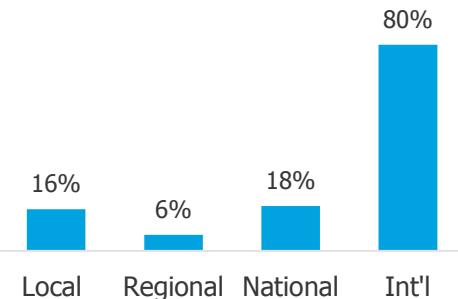
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

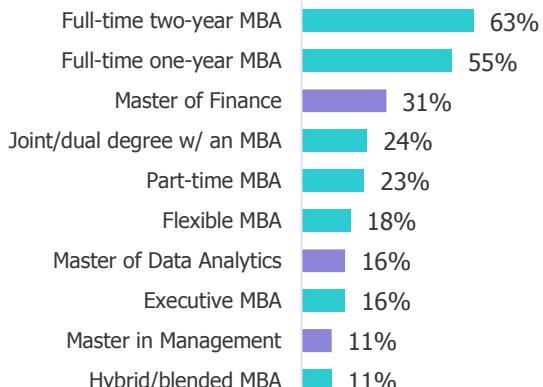
Mexico



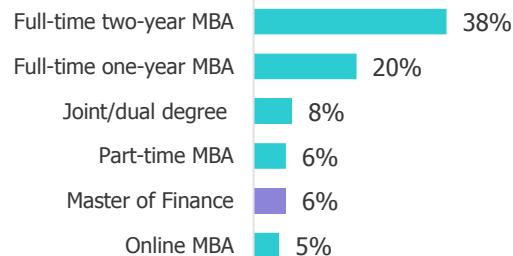
Application Plans by Relative Location



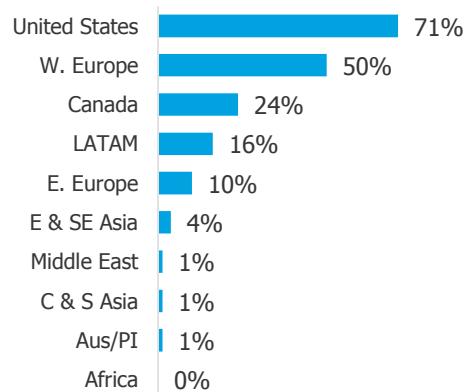
Top 10 Program Types Considered



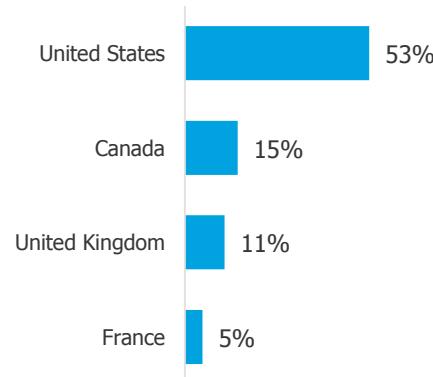
Top Program Types Preferred*



Application Plans by Program World Region



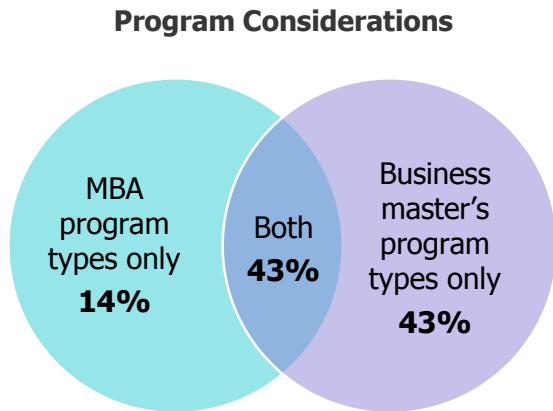
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Netherlands



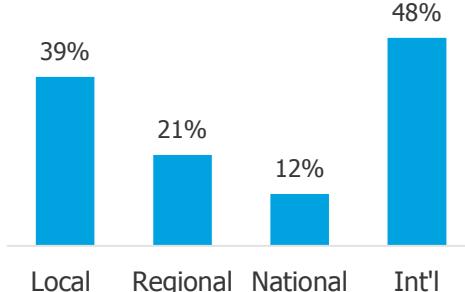
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 44% |
| Master of Finance | 35% |
| Master in Management | 35% |
| Master of Marketing | 26% |
| Full-time two-year MBA | 21% |
| Master of Entrepreneurship | 21% |
| Master of Int'l Management | 20% |
| Master of Info. Technology | 18% |
| Master of Accounting | 15% |
| Master of Data Analytics | 14% |

Top Program Types Preferred*

| | |
|----------------------------|-----|
| Master of Finance | 22% |
| Full-time one-year MBA | 20% |
| Master in Management | 15% |
| Master of Int'l Management | 12% |
| Master of Marketing | 6% |
| Master of Supply Chain | 5% |

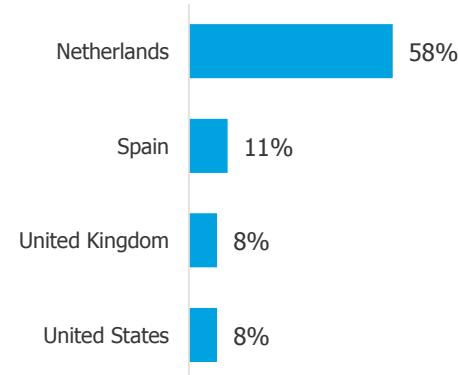
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| W. Europe | 83% |
| United States | 12% |
| E. Europe | 12% |
| E & SE Asia | 6% |
| Aus/PI | 5% |
| Canada | 3% |
| C & S Asia | 2% |
| Middle East | 0% |
| LATAM | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

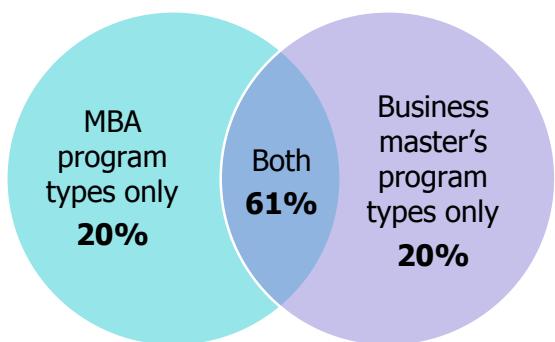


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

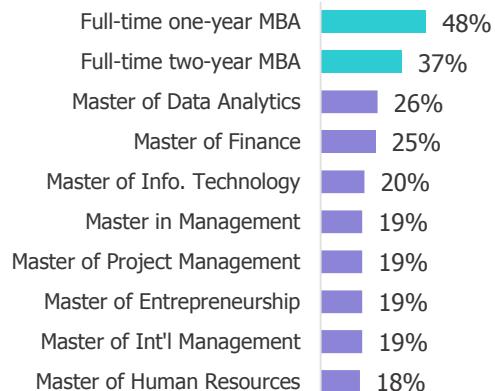
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Nigeria

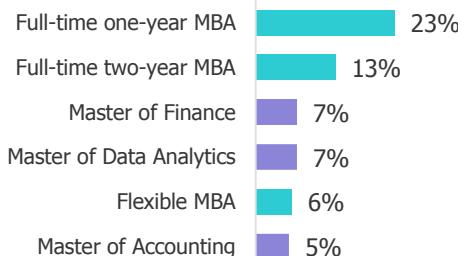
Program Considerations



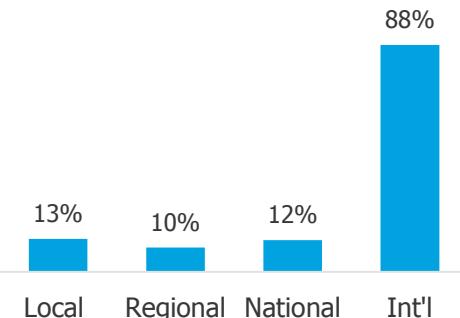
Top 10 Program Types Considered



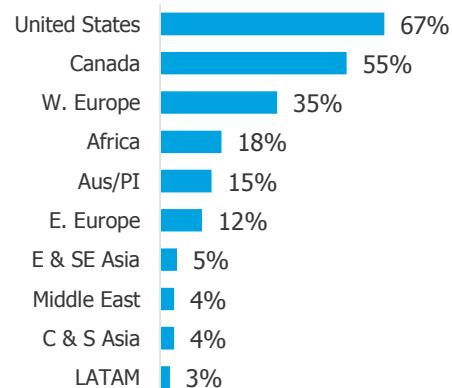
Top Program Types Preferred*



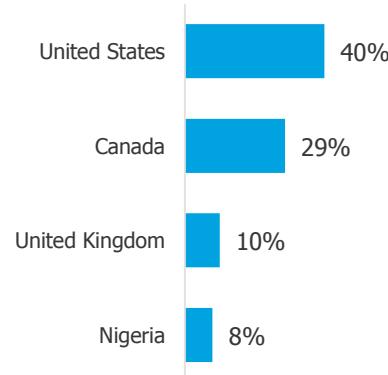
Application Plans by Relative Location



Application Plans by Program World Region



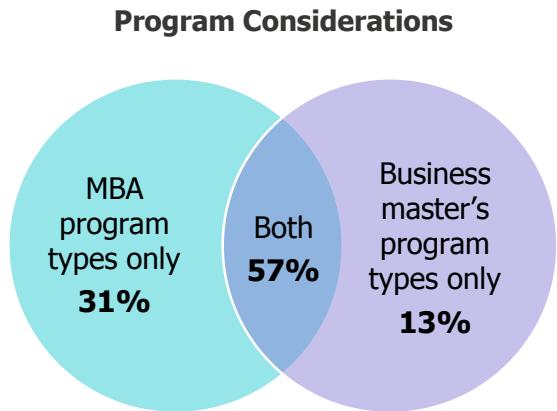
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

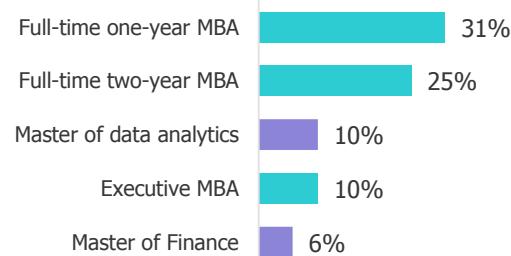
Pakistan



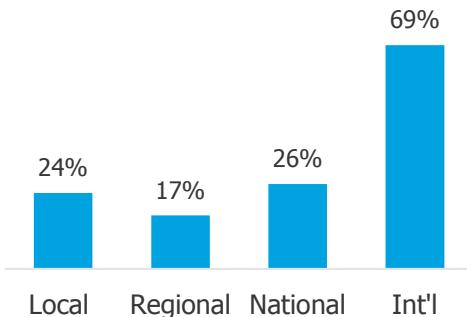
Top 10 Program Types Considered

| | |
|------------------------------|-----|
| Full-time two-year MBA | 57% |
| Full-time one-year MBA | 46% |
| Master of Info. Technology | 21% |
| Master of Data Analytics | 19% |
| Master of Finance | 19% |
| Executive MBA | 19% |
| Master of Marketing | 19% |
| Master of Int'l Management | 17% |
| Master of Project Management | 15% |
| Master in Management | 14% |

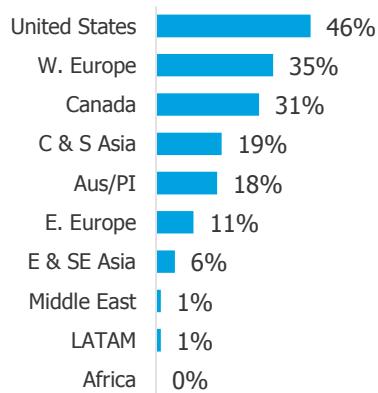
Top Program Types Preferred*



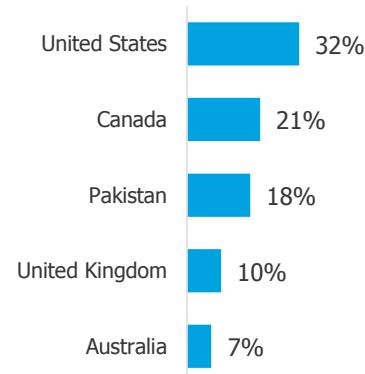
Application Plans by Relative Location



Application Plans by Program World Region



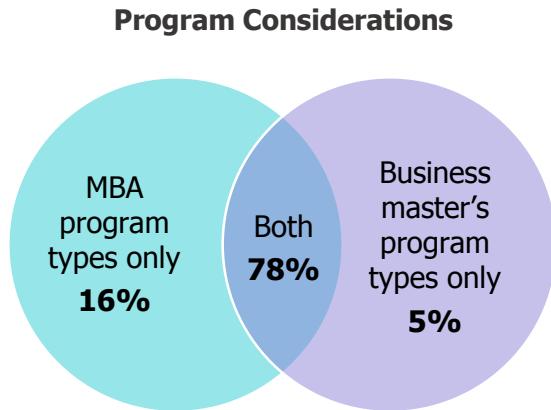
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Philippines



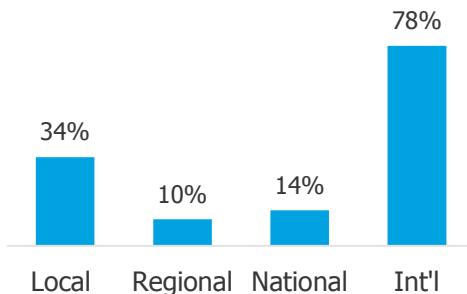
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 59% |
| Full-time two-year MBA | 41% |
| Flexible MBA | 38% |
| Part-time MBA | 31% |
| Executive MBA | 24% |
| Master of Marketing | 22% |
| Master of Int'l Management | 22% |
| Master of Entrepreneurship | 22% |
| Joint/dual degree w/ an MBA | 22% |
| Master of Data Analytics | 21% |

Top Program Types Preferred*

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 20% |
| Full-time two-year MBA | 14% |
| Joint/dual degree w/ an MBA | 11% |
| Master of Data Analytics | 11% |
| Part-time MBA | 7% |
| Executive MBA | 7% |
| Master of Int'l Management | 5% |
| Flexible MBA | 5% |
| Master of Marketing | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 62% |
| E & SE Asia | 52% |
| W. Europe | 43% |
| Aus/PI | 33% |
| E. Europe | 21% |
| Canada | 21% |
| C & S Asia | 5% |
| LATAM | 2% |
| Middle East | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

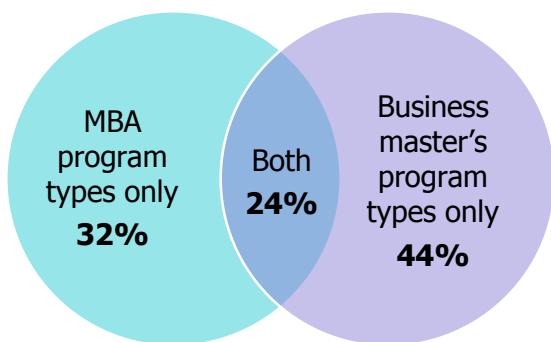
| | |
|----------------|-----|
| United States | 31% |
| Philippines | 14% |
| United Kingdom | 14% |
| Singapore | 10% |
| Spain | 5% |
| Canada | 5% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

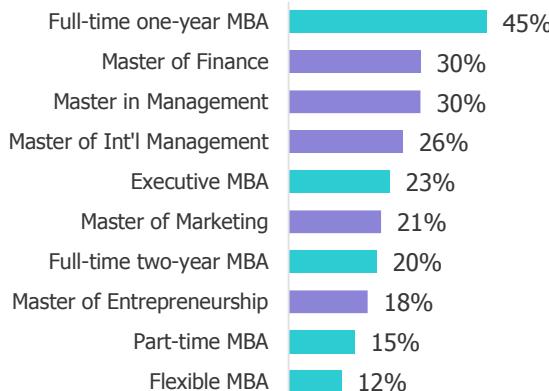
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Portugal

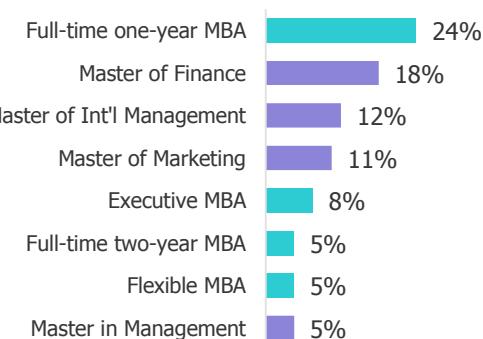
Program Considerations



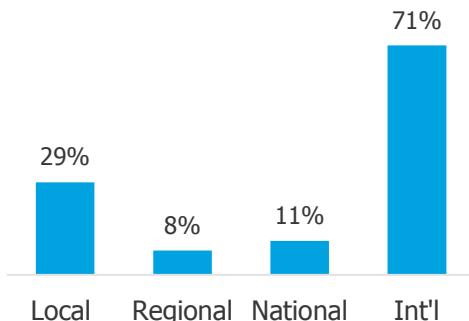
Top 10 Program Types Considered



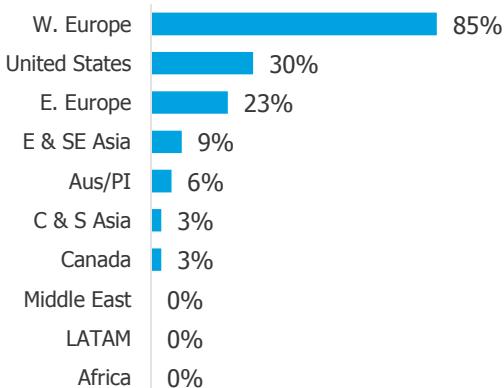
Top Program Types Preferred*



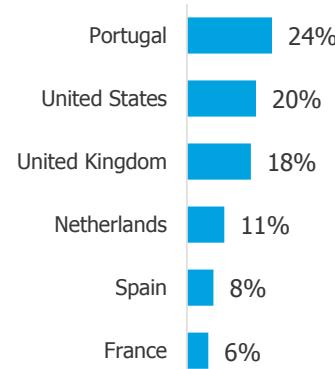
Application Plans by Relative Location



Application Plans by Program World Region



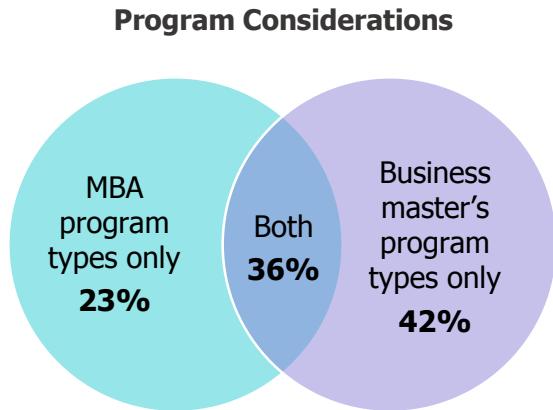
Preferred Study Destination by Program Country*



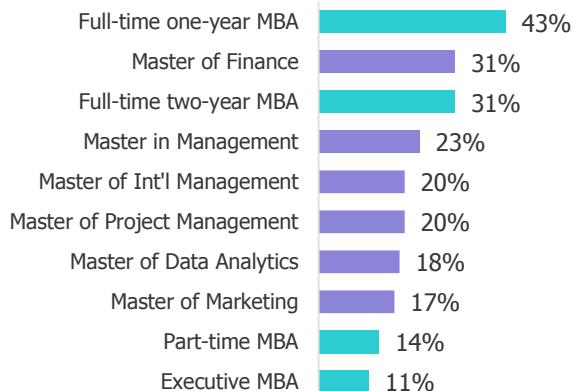
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

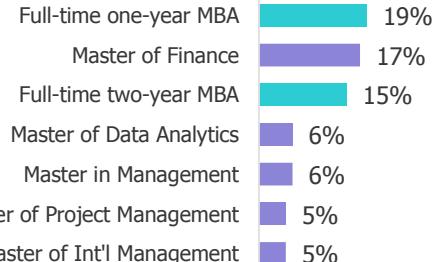
Russia



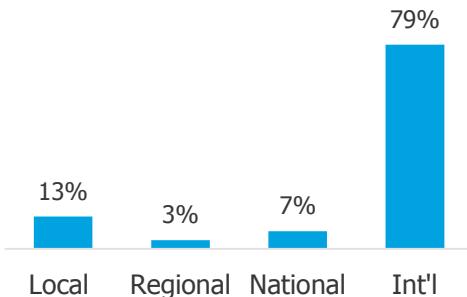
Top 10 Program Types Considered



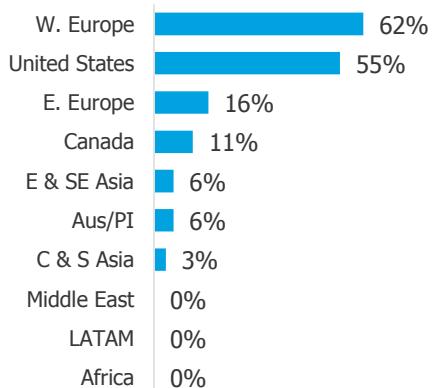
Top Program Types Preferred*



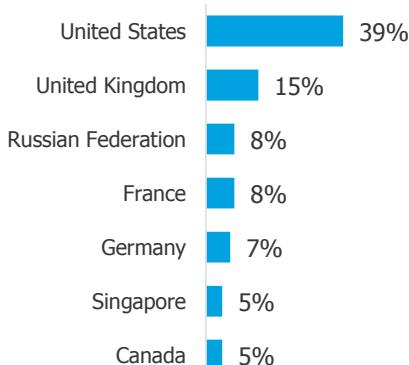
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

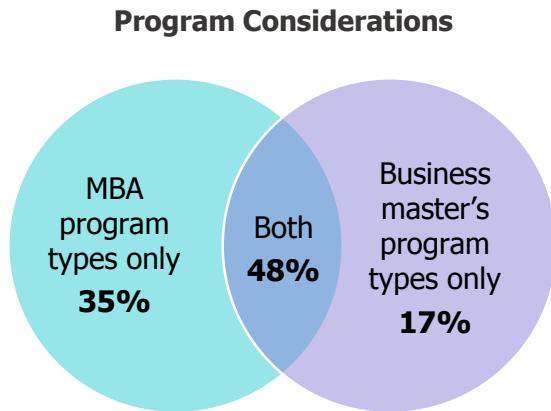


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

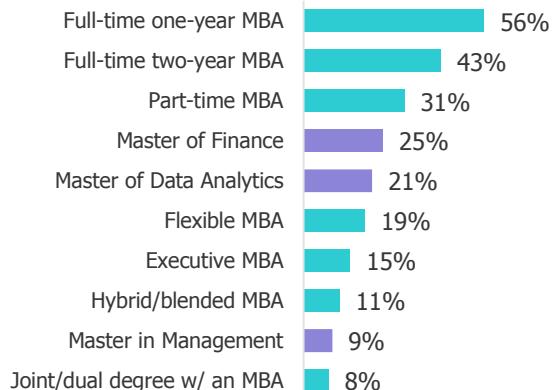
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

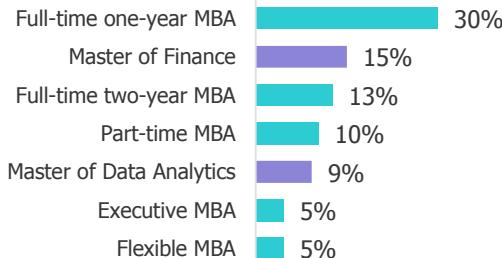
Singapore



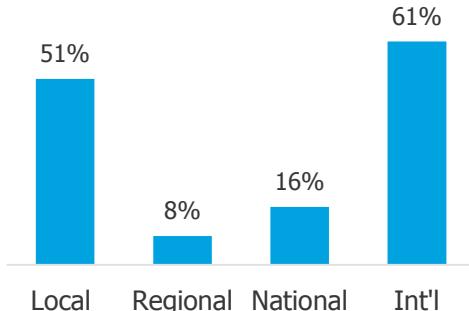
Top 10 Program Types Considered



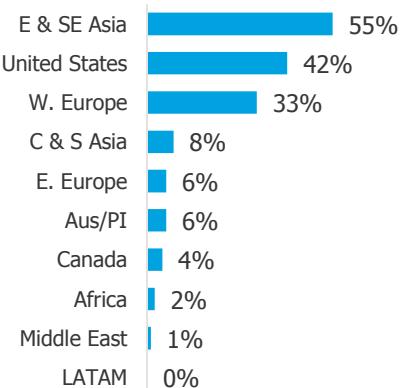
Top Program Types Preferred*



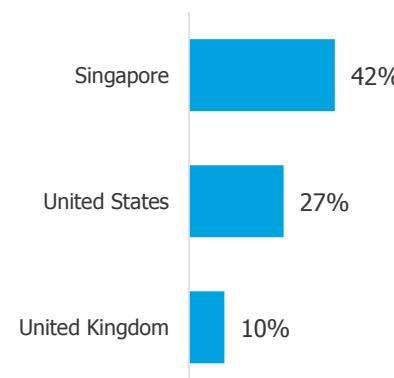
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

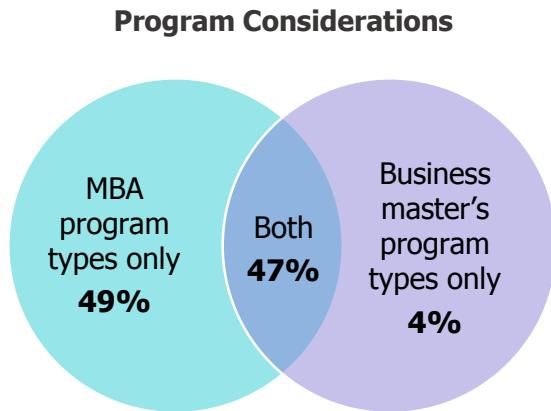


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

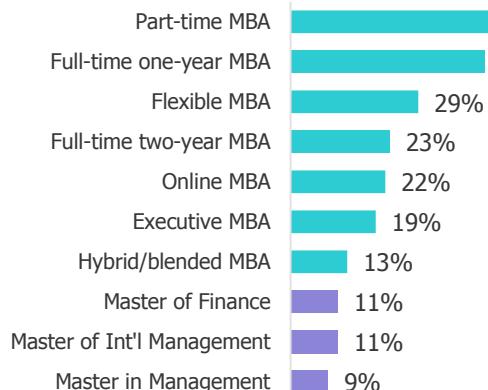
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Citizenship

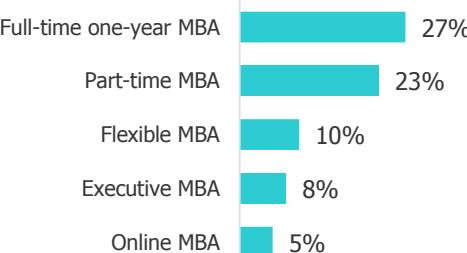
South Africa



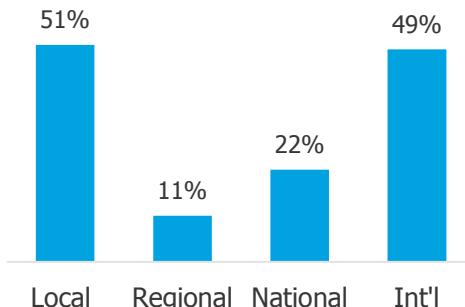
Top 10 Program Types Considered



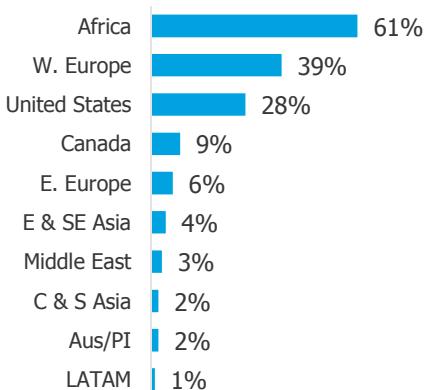
Top Program Types Preferred*



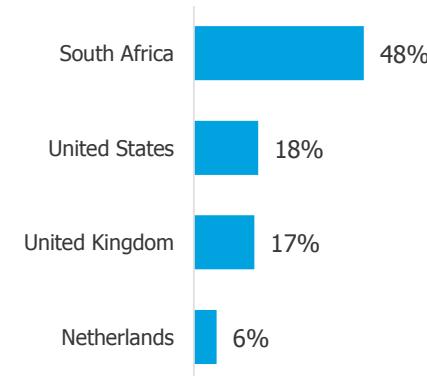
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

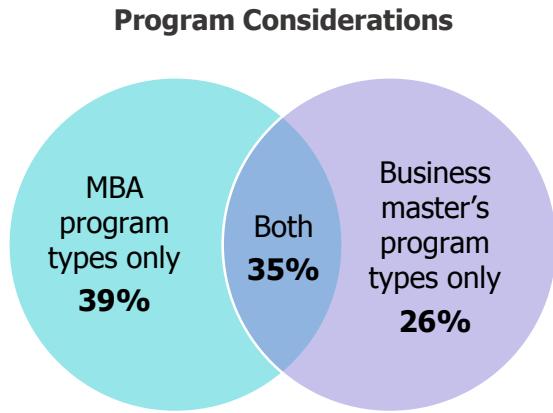


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

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Candidate Profiles by Citizenship

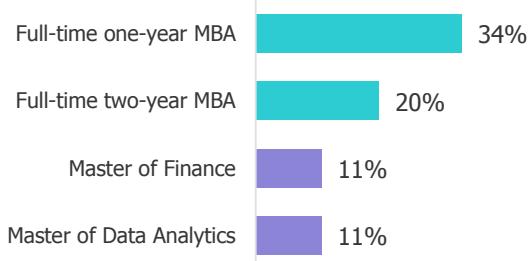
Spain



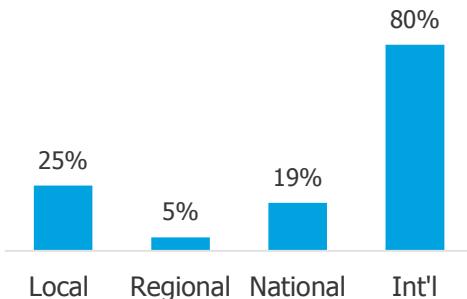
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 61% |
| Full-time two-year MBA | 47% |
| Master of Data Analytics | 27% |
| Master of Finance | 25% |
| Executive MBA | 23% |
| Part-time MBA | 15% |
| Master of Int'l Management | 15% |
| Master in Management | 15% |
| Flexible MBA | 13% |
| Master of Entrepreneurship | 13% |

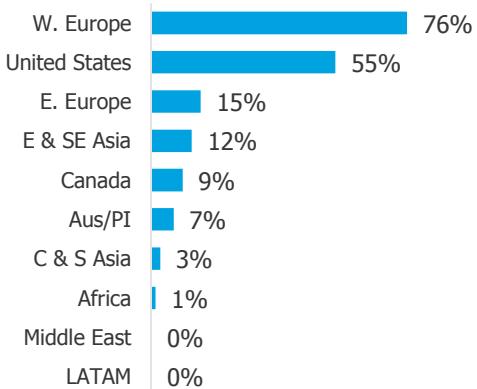
Top Program Types Preferred*



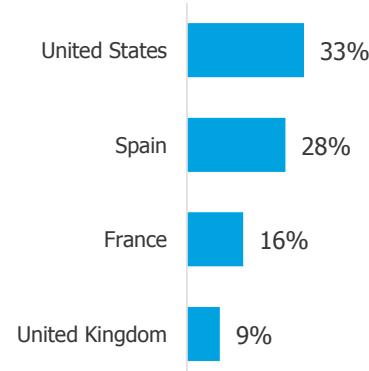
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

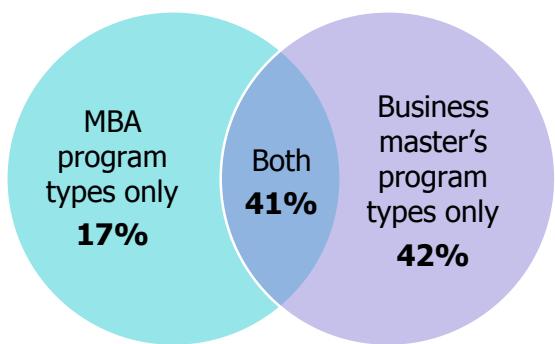


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

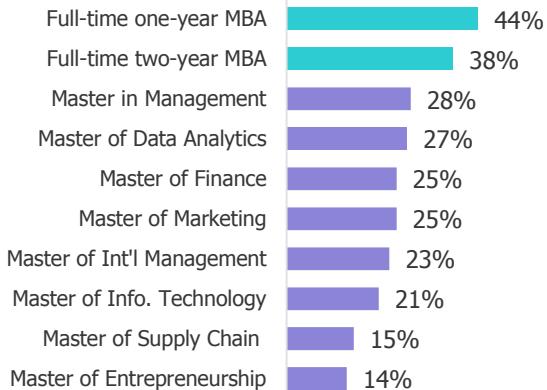
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Taiwan, China

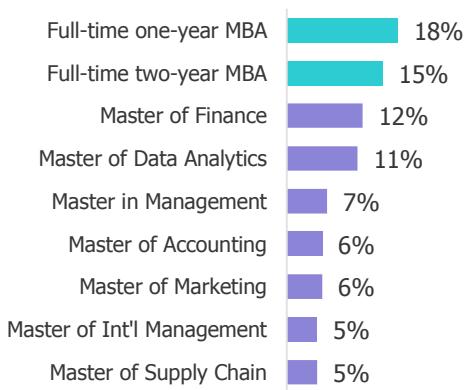
Program Considerations



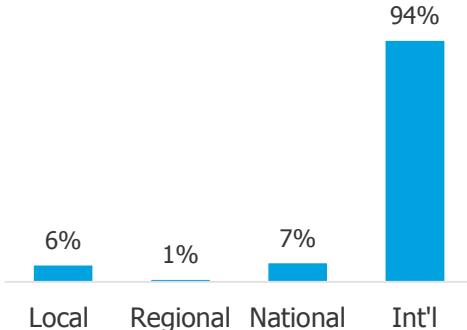
Top 10 Program Types Considered



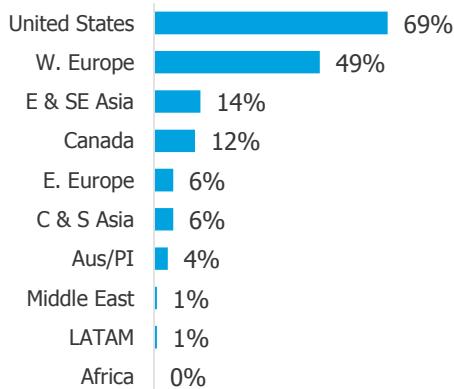
Top Program Types Preferred*



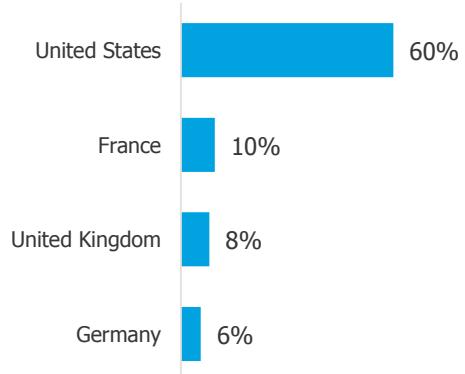
Application Plans by Relative Location



Application Plans by Program World Region



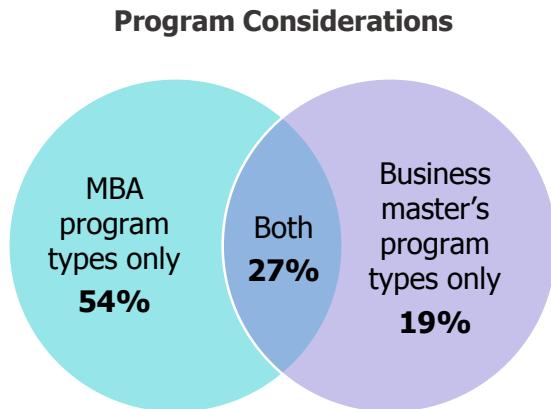
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

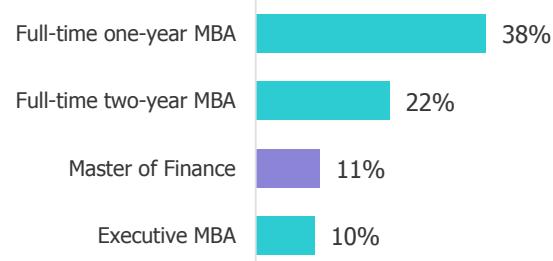
United Kingdom



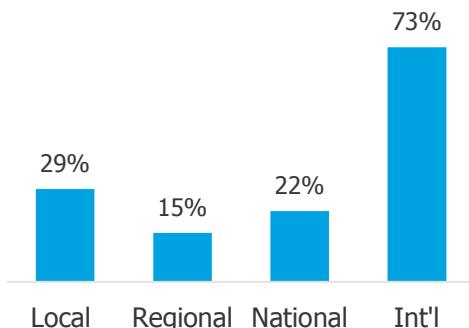
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 63% |
| Full-time two-year MBA | 49% |
| Master of Finance | 21% |
| Executive MBA | 20% |
| Part-time MBA | 17% |
| Master of Data Analytics | 15% |
| Master in Management | 12% |
| Joint/dual degree w/ an MBA | 11% |
| Flexible MBA | 10% |
| Master of Int'l Management | 8% |

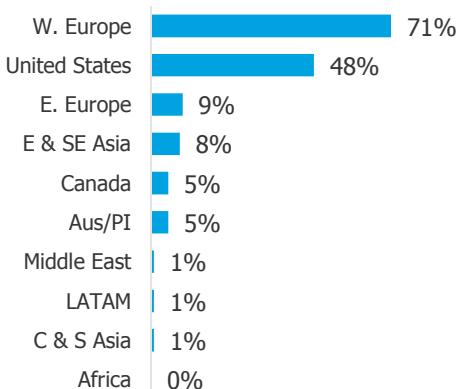
Top Program Types Preferred*



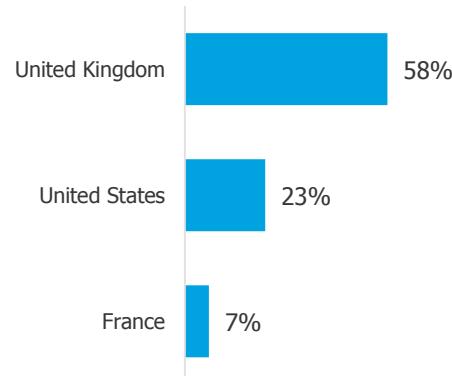
Application Plans by Relative Location



Application Plans by Program World Region



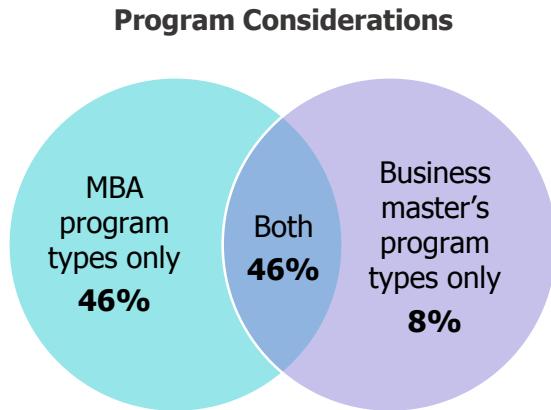
Preferred Study Destination by Program Country*



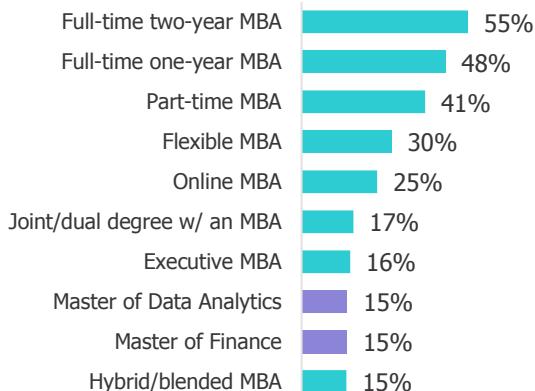
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

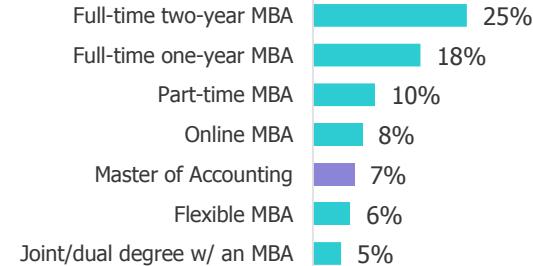
United States



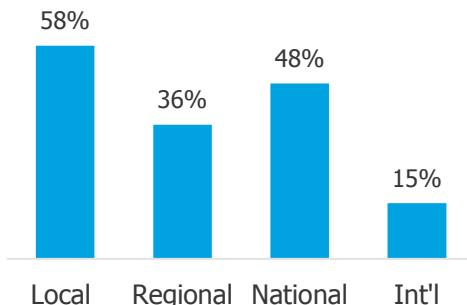
Top 10 Program Types Considered



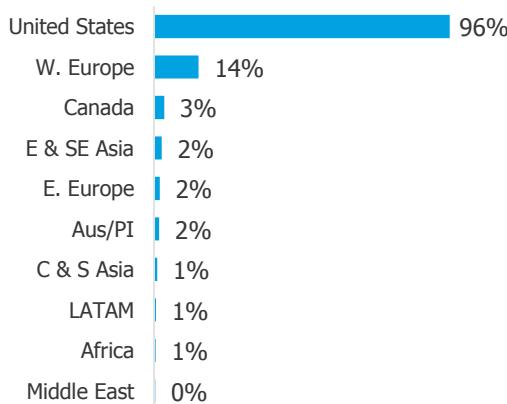
Top Program Types Preferred*



Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

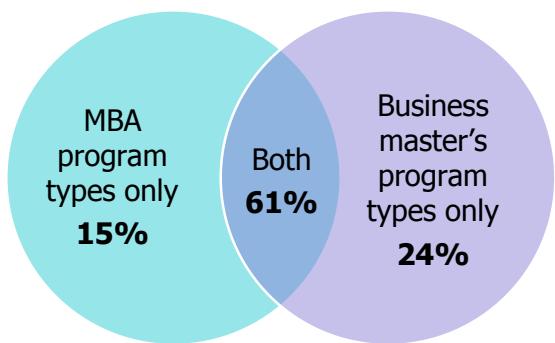


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

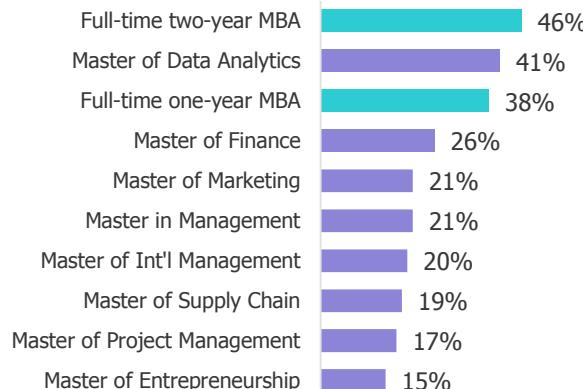
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Vietnam

Program Considerations



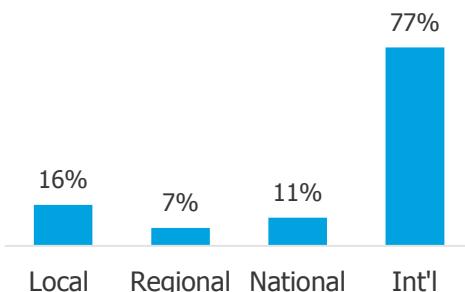
Top 10 Program Types Considered



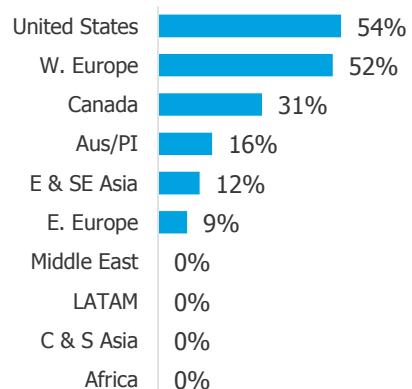
Top Program Types Preferred*



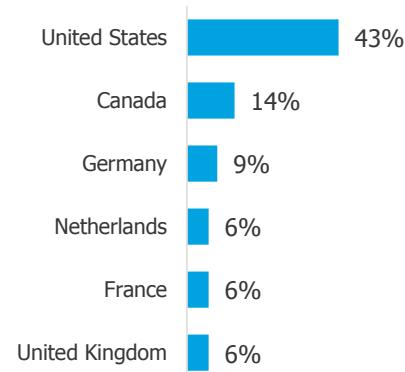
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

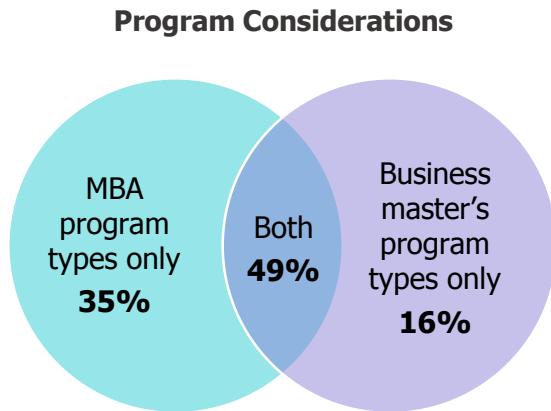
Candidate Profiles by Residence

This section features data by candidate country of residence, including:

- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country



Australia



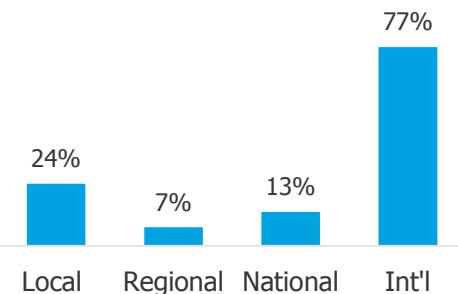
Top 10 Program Types Considered

| | |
|------------------------------|-----|
| Full-time one-year MBA | 48% |
| Full-time two-year MBA | 47% |
| Master of Finance | 28% |
| Flexible MBA | 23% |
| Part-time MBA | 22% |
| Executive MBA | 17% |
| Master of Data Analytics | 16% |
| Online MBA | 14% |
| Master in Management | 12% |
| Master of Project Management | 12% |

Top Program Types Preferred*

| | |
|--------------------------|-----|
| Full-time one-year MBA | 23% |
| Full-time two-year MBA | 17% |
| Master of Finance | 16% |
| Flexible MBA | 7% |
| Master of Data Analytics | 5% |
| Executive MBA | 5% |

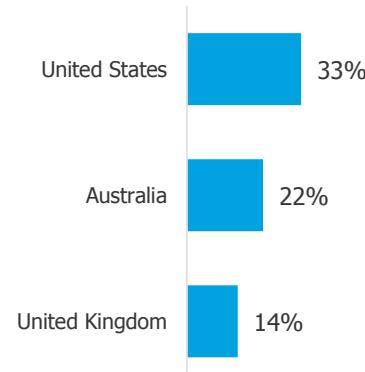
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 52% |
| W. Europe | 47% |
| Aus/PI | 41% |
| E & SE Asia | 17% |
| Canada | 11% |
| E. Europe | 4% |
| C & S Asia | 4% |
| Africa | 4% |
| LATAM | 1% |
| Middle East | 0% |

Preferred Study Destination by Program Country*

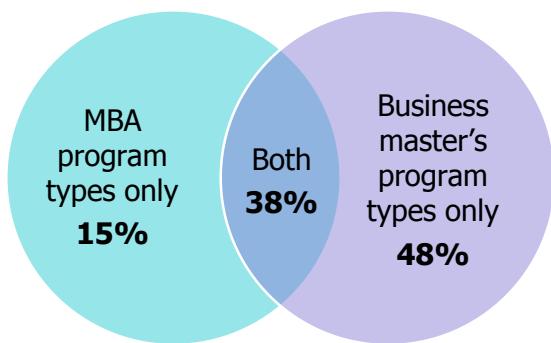


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

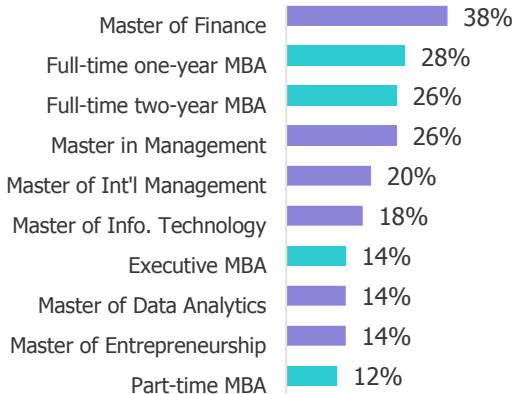
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Belgium

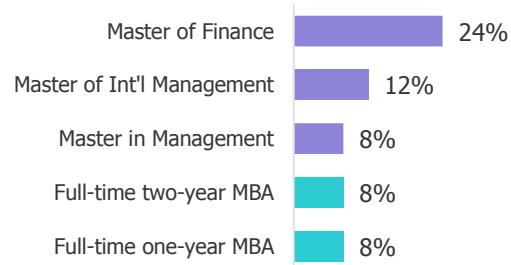
Program Considerations



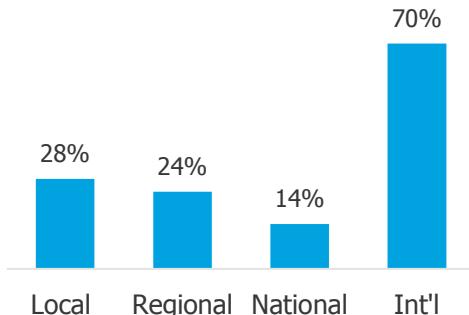
Top 10 Program Types Considered



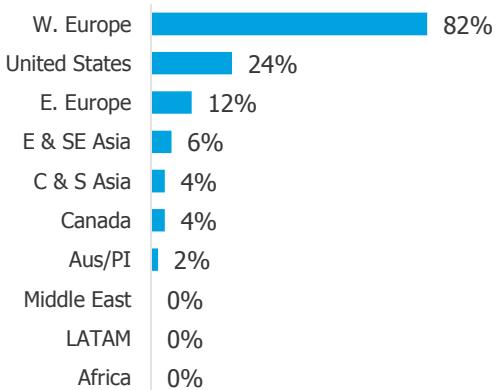
Top Program Types Preferred*



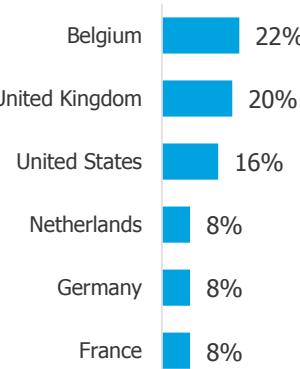
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

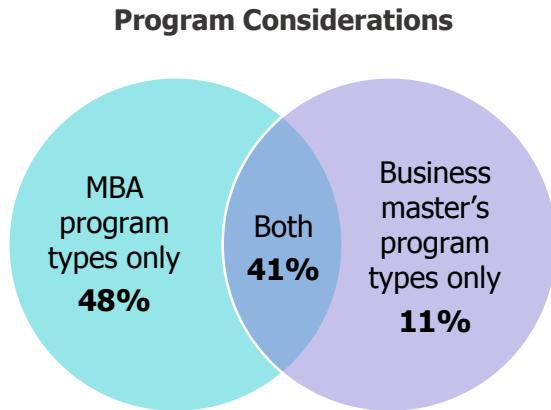


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that \geq five percent of candidates say is their preference.

Candidate Profiles by Residence

Brazil



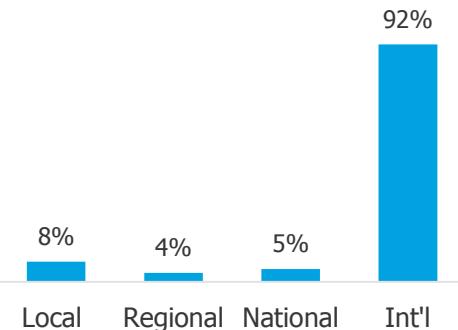
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 64% |
| Full-time two-year MBA | 54% |
| Executive MBA | 24% |
| Master of Finance | 19% |
| Part-time MBA | 19% |
| Master in Management | 17% |
| Flexible MBA | 14% |
| Master of Int'l Management | 14% |
| Master of Data Analytics | 14% |
| Master of Entrepreneurship | 13% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 38% |
| Full-time two-year MBA | 26% |
| Master of Finance | 5% |
| Master in Management | 5% |
| Executive MBA | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 71% |
| W. Europe | 66% |
| Canada | 25% |
| E. Europe | 11% |
| LATAM | 6% |
| Aus/PI | 4% |
| E & SE Asia | 3% |
| C & S Asia | 1% |
| Middle East | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

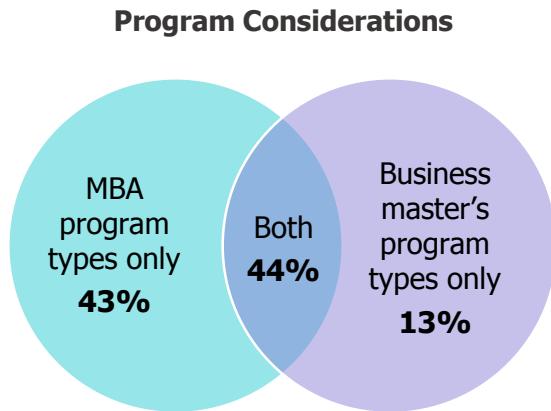
| | |
|----------------|-----|
| United States | 46% |
| United Kingdom | 13% |
| Canada | 10% |
| Spain | 9% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

Canada



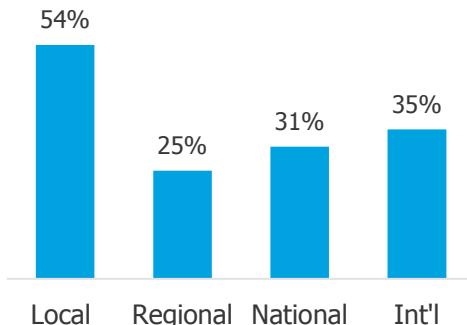
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 54% |
| Full-time two-year MBA | 41% |
| Part-time MBA | 39% |
| Flexible MBA | 25% |
| Executive MBA | 19% |
| Master of Data Analytics | 18% |
| Master of Finance | 16% |
| Online MBA | 16% |
| Master in Management | 13% |
| Joint/dual degree w/ an MBA | 13% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 28% |
| Part-time MBA | 14% |
| Full-time two-year MBA | 12% |
| Executive MBA | 6% |
| Flexible MBA | 5% |

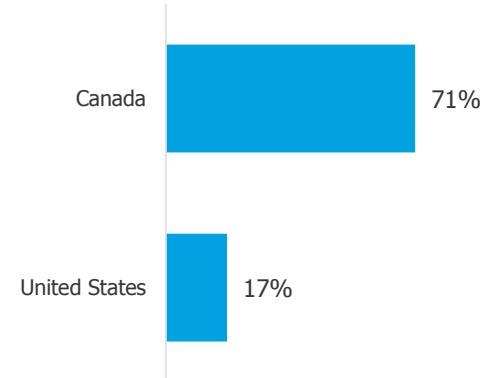
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| Canada | 87% |
| United States | 29% |
| W. Europe | 19% |
| E & SE Asia | 6% |
| Aus/PI | 3% |
| E. Europe | 3% |
| C & S Asia | 2% |
| Africa | 1% |
| LATAM | 0% |
| Middle East | 0% |

Preferred Study Destination by Program Country*

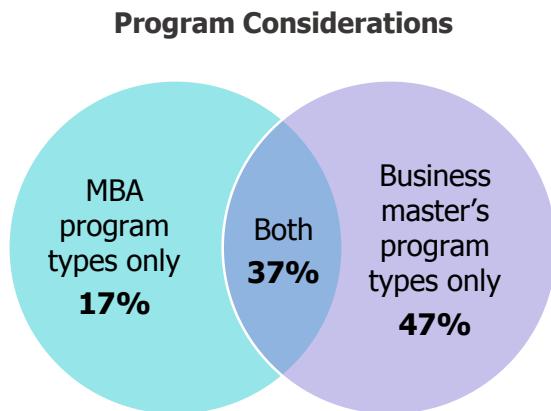


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

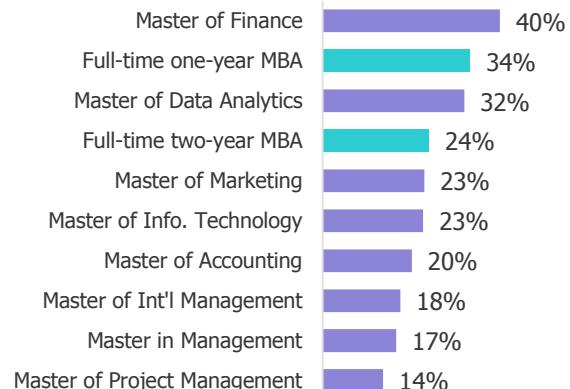
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

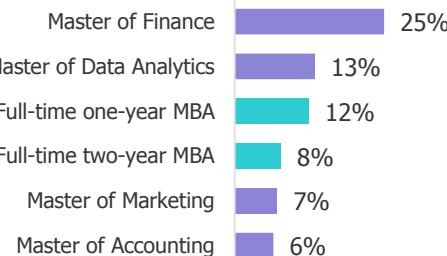
China



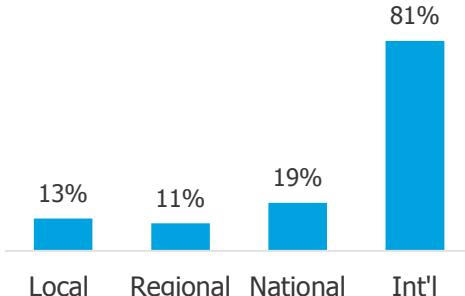
Top 10 Program Types Considered



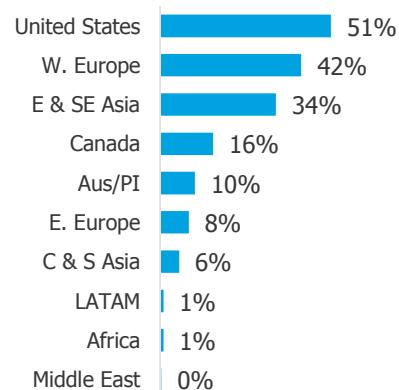
Top Program Types Preferred*



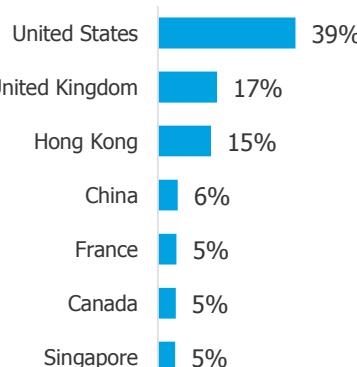
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

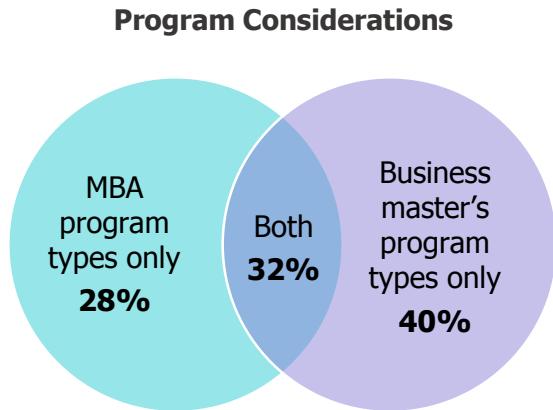


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

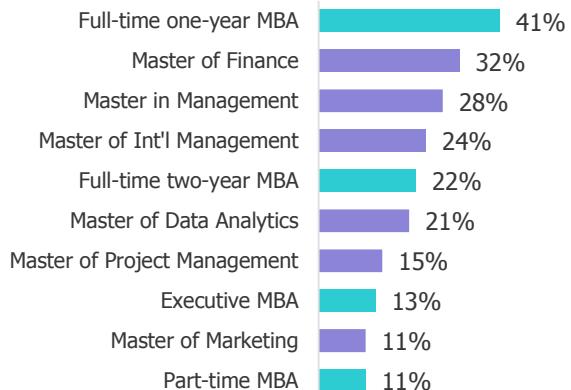
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

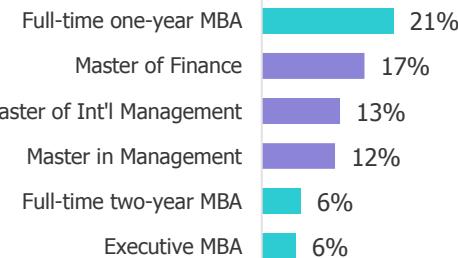
France



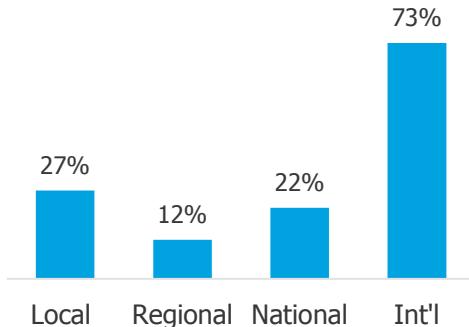
Top 10 Program Types Considered



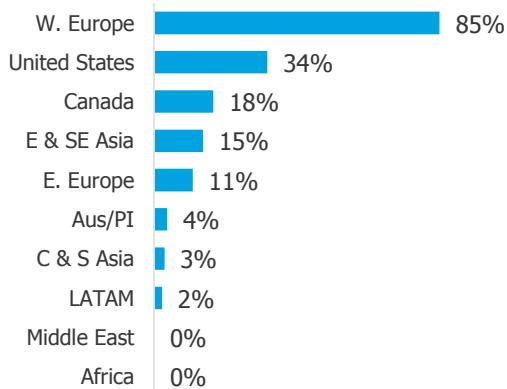
Top Program Types Preferred*



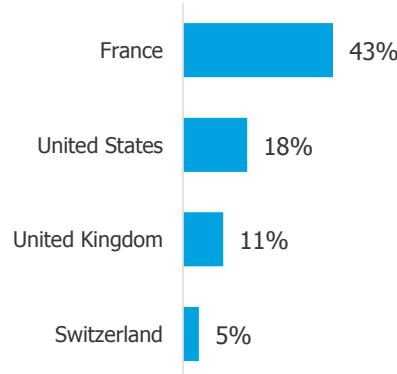
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

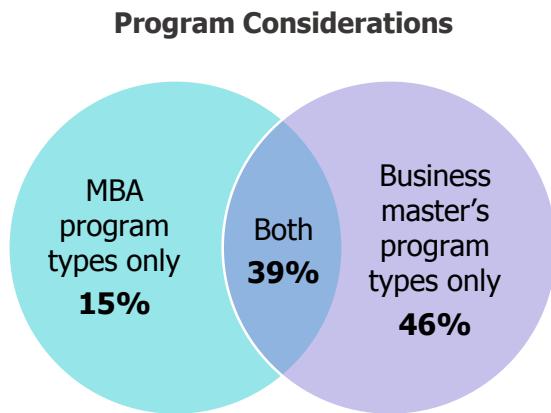


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

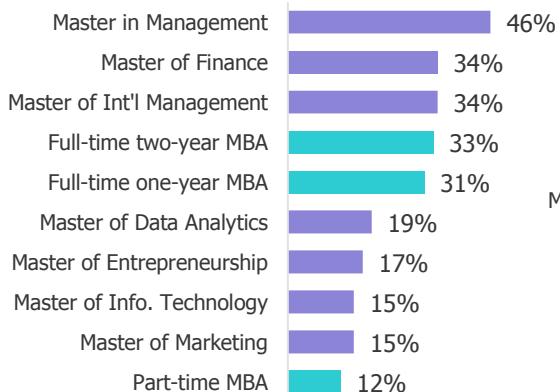
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

Germany



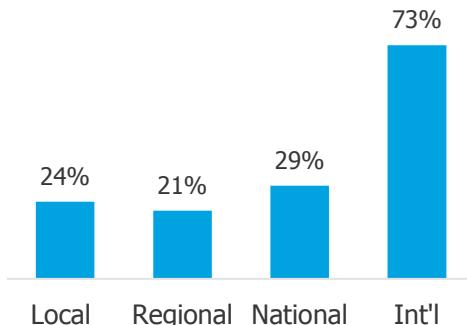
Top 10 Program Types Considered



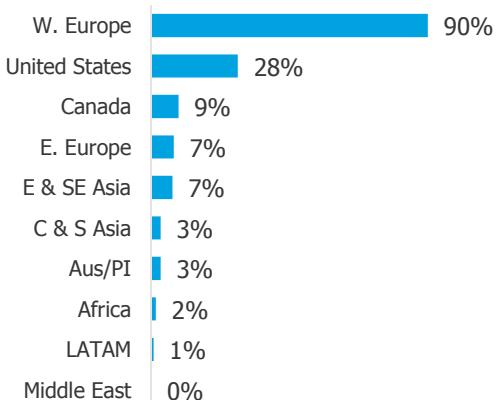
Top Program Types Preferred*



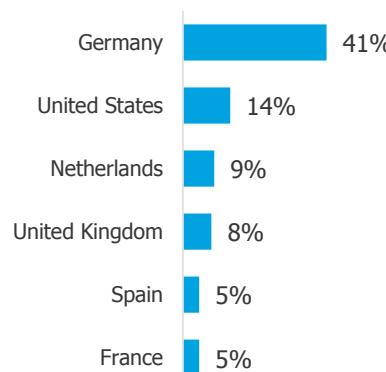
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

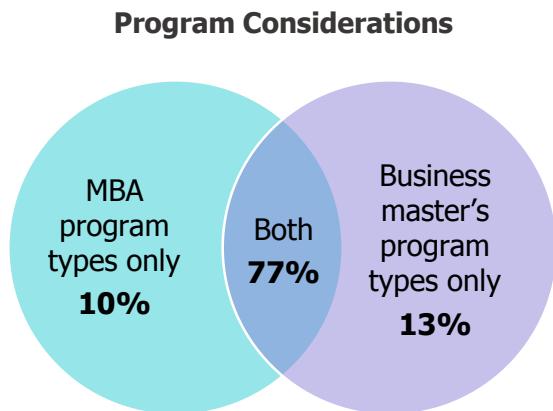


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

Ghana



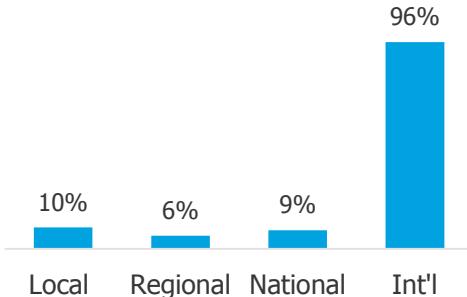
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time two-year MBA | 58% |
| Master of Finance | 48% |
| Full-time one-year MBA | 46% |
| Master of Accounting | 28% |
| Master of Data Analytics | 23% |
| Master of Int'l Management | 21% |
| Master of Supply Chain | 21% |
| Master in Management | 20% |
| Master of Info. Technology | 19% |
| Flexible MBA | 19% |

Top Program Types Preferred*

| | |
|----------------------------|-----|
| Master of Finance | 18% |
| Full-time one-year MBA | 18% |
| Full-time two-year MBA | 15% |
| Master of Int'l Management | 5% |
| Master of Data Analytics | 5% |
| Master of Accounting | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 71% |
| Canada | 59% |
| W. Europe | 53% |
| E. Europe | 26% |
| Aus/PI | 23% |
| E & SE Asia | 13% |
| Africa | 8% |
| Middle East | 6% |
| C & S Asia | 6% |
| LATAM | 3% |

Preferred Study Destination by Program Country*

| | |
|----------------|-----|
| United States | 40% |
| Canada | 23% |
| United Kingdom | 9% |
| Germany | 8% |
| France | 6% |

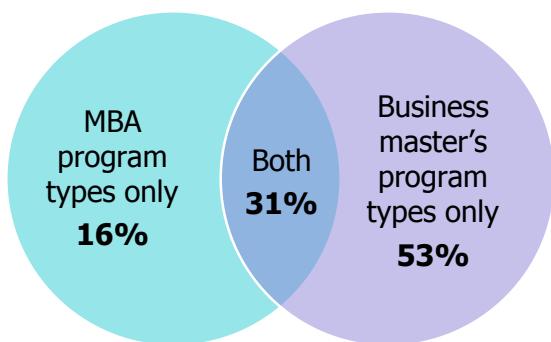
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

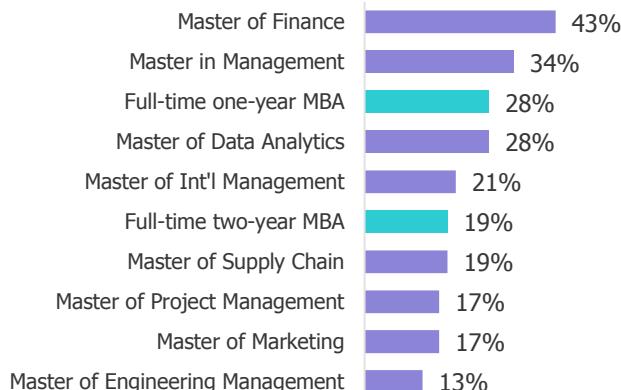
Candidate Profiles by Residence

Greece

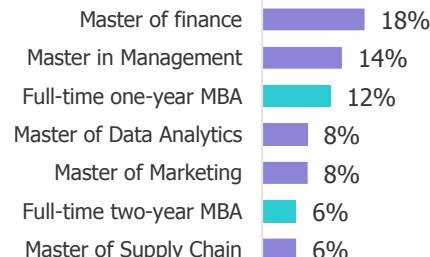
Program Considerations



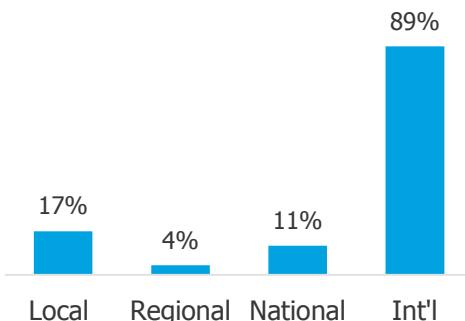
Top 10 Program Types Considered



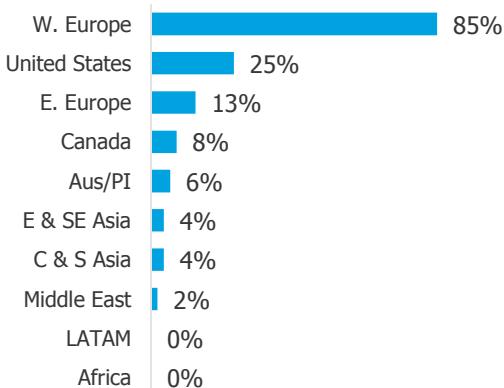
Top Program Types Preferred*



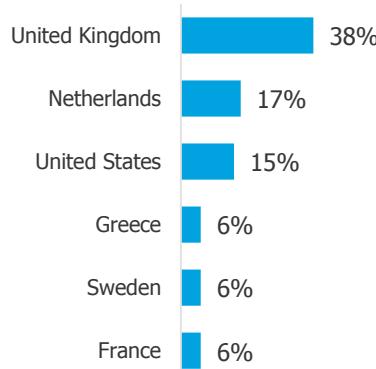
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

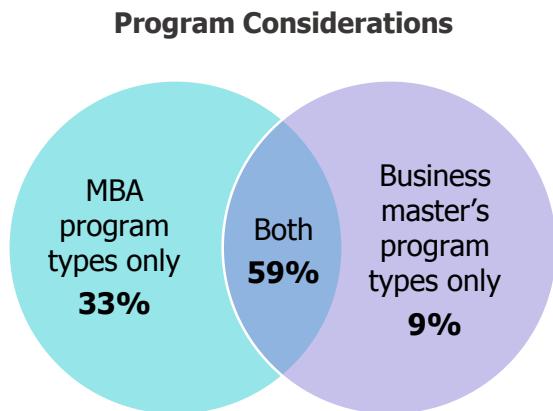


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

India



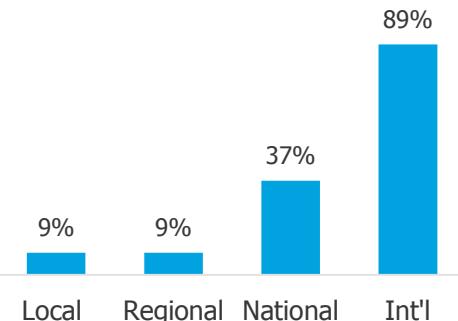
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time two-year MBA | 62% |
| Full-time one-year MBA | 61% |
| Master of Finance | 22% |
| Master of Int'l Management | 21% |
| Master of Data Analytics | 21% |
| One-year PGP program | 19% |
| Executive MBA | 18% |
| Master of Marketing | 16% |
| Master of Entrepreneurship | 16% |
| Two-year PGP program | 15% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time one-year MBA | 29% |
| Full-time two-year MBA | 28% |
| Master of Finance | 5% |
| One-year PGP program | 5% |
| Executive MBA | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 65% |
| W. Europe | 53% |
| Canada | 45% |
| C & S Asia | 27% |
| E. Europe | 26% |
| Aus/PI | 23% |
| E & SE Asia | 22% |
| Middle East | 2% |
| LATAM | 2% |
| Africa | 1% |

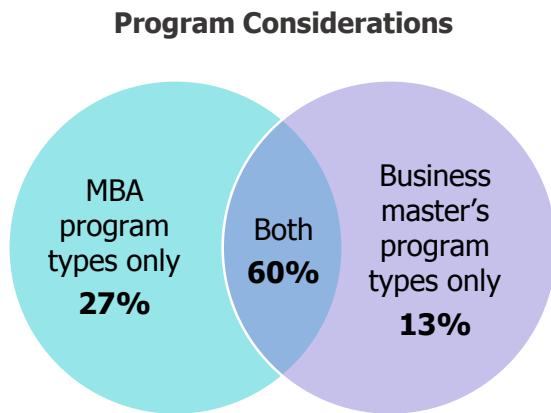
Preferred Study Destination by Program Country*

| | |
|----------------|-----|
| United States | 38% |
| India | 16% |
| Canada | 11% |
| United Kingdom | 9% |
| France | 9% |
| Germany | 5% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Indonesia



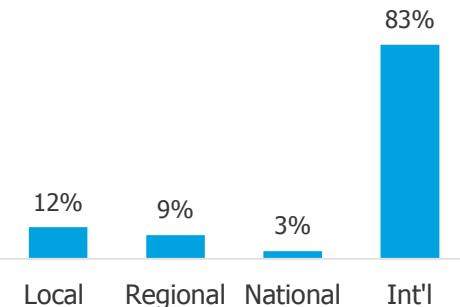
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 68% |
| Full-time two-year MBA | 35% |
| Master of Finance | 31% |
| Master of Int'l Management | 18% |
| Master in Management | 17% |
| Part-time MBA | 17% |
| Master of Marketing | 15% |
| Master of Supply Chain | 15% |
| Master of Info. Technology | 15% |
| Flexible MBA | 15% |

Top Program Types Preferred*

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 48% |
| Full-time two-year MBA | 9% |
| Master of Finance | 6% |
| Master of Supply Chain | 6% |
| Joint/dual degree w/ an MBA | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| W. Europe | 62% |
| United States | 51% |
| E & SE Asia | 25% |
| Canada | 14% |
| E. Europe | 12% |
| Aus/PI | 11% |
| C & S Asia | 5% |
| Middle East | 0% |
| LATAM | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

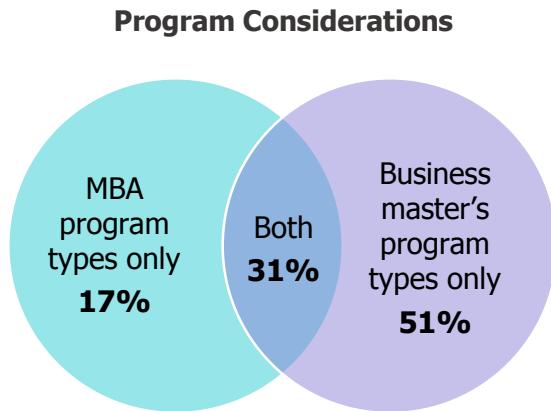
| | |
|----------------|-----|
| United States | 37% |
| United Kingdom | 22% |
| Netherlands | 8% |
| Canada | 6% |
| Indonesia | 5% |
| Hong Kong | 5% |
| Singapore | 5% |
| Germany | 5% |
| France | 5% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

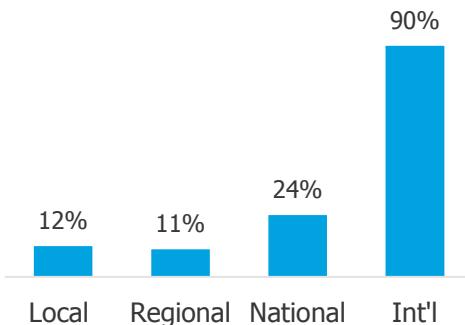
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

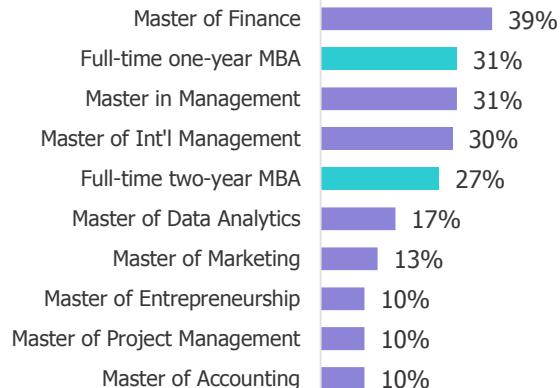
Italy



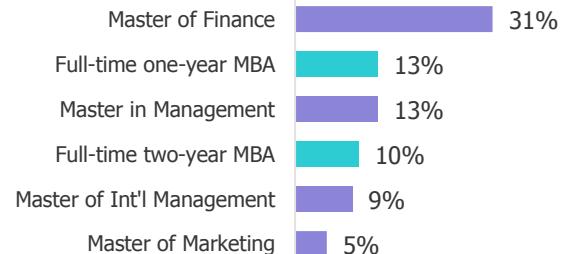
Application Plans by Relative Location



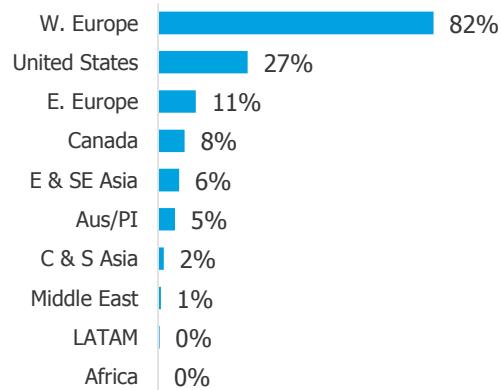
Top 10 Program Types Considered



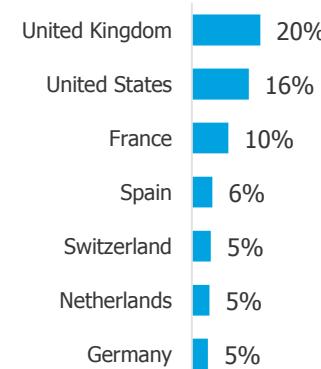
Top Program Types Preferred*



Application Plans by Program World Region



Preferred Study Destination by Program Country*

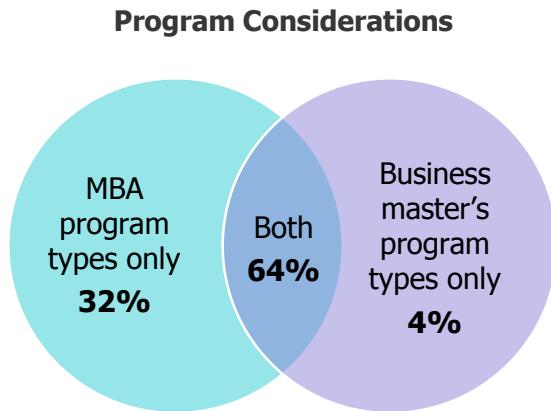


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

Mexico



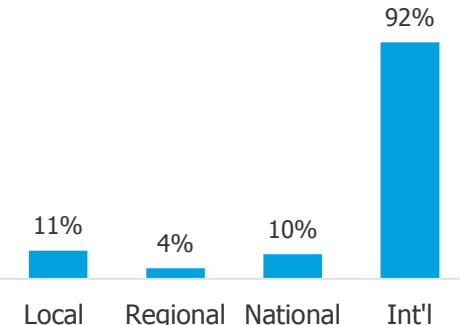
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time two-year MBA | 64% |
| Full-time one-year MBA | 56% |
| Master of Finance | 34% |
| Part-time MBA | 21% |
| Master of Data Analytics | 19% |
| Joint/dual degree w/ an MBA | 19% |
| Executive MBA | 12% |
| Master in Management | 11% |
| Master of Supply Chain | 11% |
| Master of Int'l Management | 10% |

Top Program Types Preferred*

| | |
|-----------------------------|-----|
| Full-time two-year MBA | 37% |
| Full-time one-year MBA | 25% |
| Master of Finance | 8% |
| Joint/dual degree w/ an MBA | 7% |
| Part-time MBA | 7% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 68% |
| W. Europe | 52% |
| Canada | 23% |
| LATAM | 21% |
| E. Europe | 11% |
| E & SE Asia | 3% |
| Middle East | 1% |
| Aus/PI | 1% |
| C & S Asia | 0% |
| Africa | 0% |

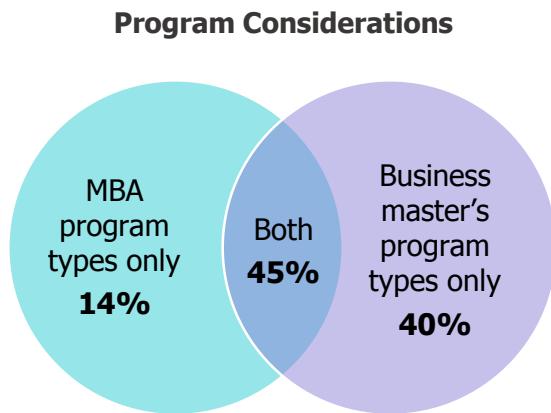
Preferred Study Destination by Program Country*

| | |
|----------------|-----|
| United States | 45% |
| Canada | 15% |
| United Kingdom | 14% |
| France | 5% |

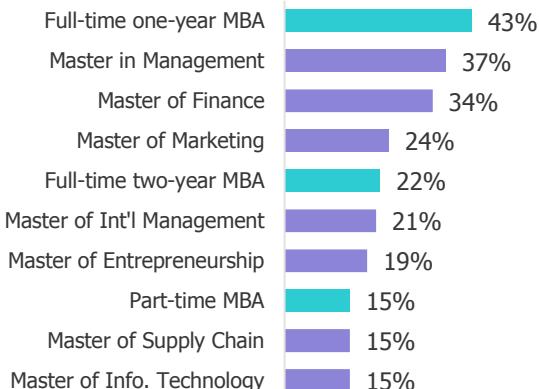
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Netherlands



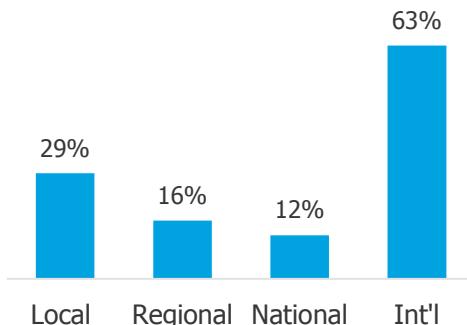
Top 10 Program Types Considered



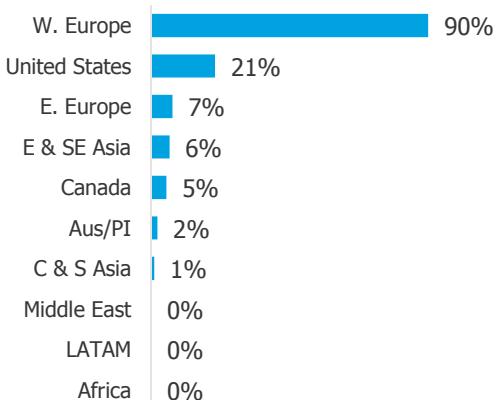
Top Program Types Preferred*



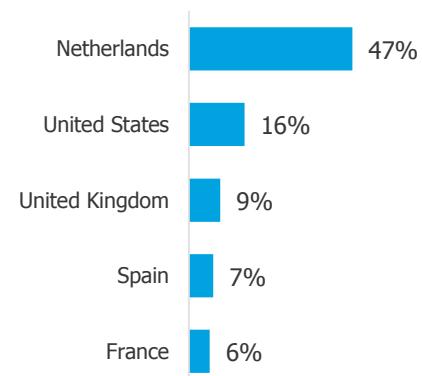
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

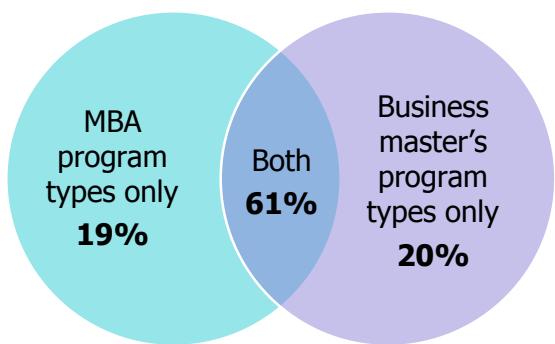


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

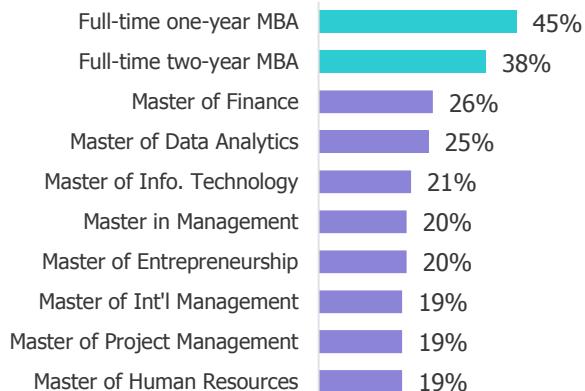
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Nigeria

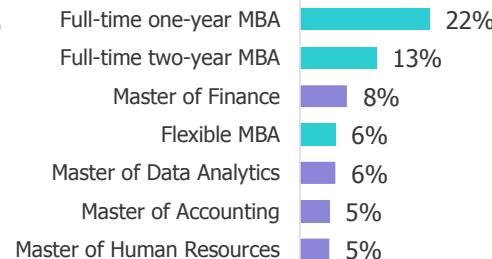
Program Considerations



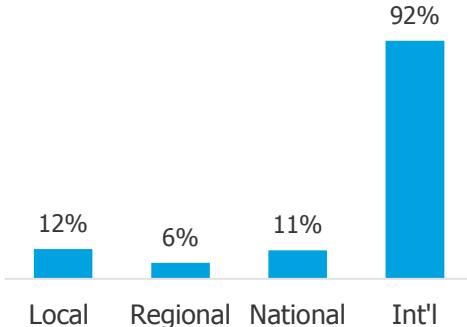
Top 10 Program Types Considered



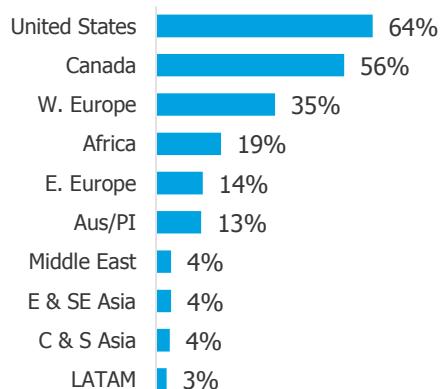
Top Program Types Preferred*



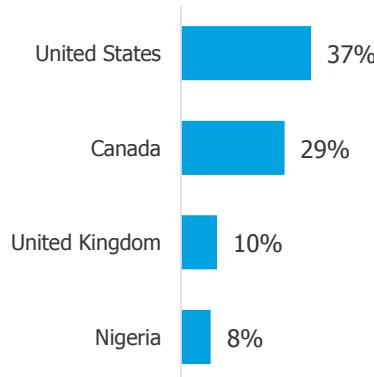
Application Plans by Relative Location



Application Plans by Program World Region



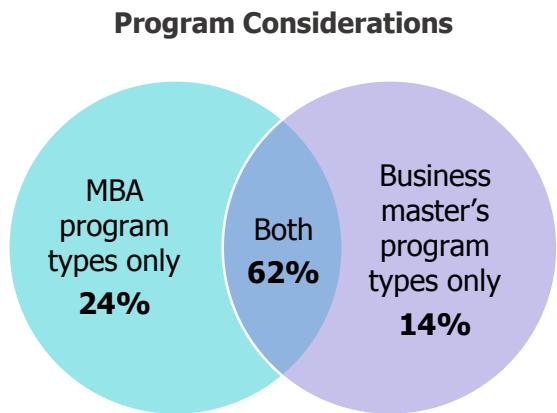
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Pakistan



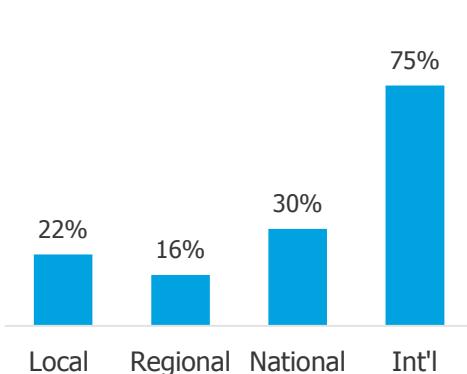
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time two-year MBA | 57% |
| Full-time one-year MBA | 46% |
| Master of Finance | 24% |
| Master of Info. Technology | 24% |
| Master of Data Analytics | 22% |
| Master of Int'l Management | 22% |
| Executive MBA | 22% |
| Master of Marketing | 22% |
| Master of Supply Chain | 17% |
| Master in Management | 16% |

Top Program Types Preferred*

| | |
|--------------------------|-----|
| Full-time one-year MBA | 29% |
| Full-time two-year MBA | 27% |
| Master of data analytics | 10% |
| Executive MBA | 8% |
| Master of finance | 5% |
| PhD in business/DBA | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 41% |
| Canada | 37% |
| W. Europe | 32% |
| C & S Asia | 24% |
| Aus/PI | 22% |
| E. Europe | 14% |
| E & SE Asia | 6% |
| Middle East | 3% |
| LATAM | 2% |
| Africa | 0% |

Preferred Study Destination by Program Country*

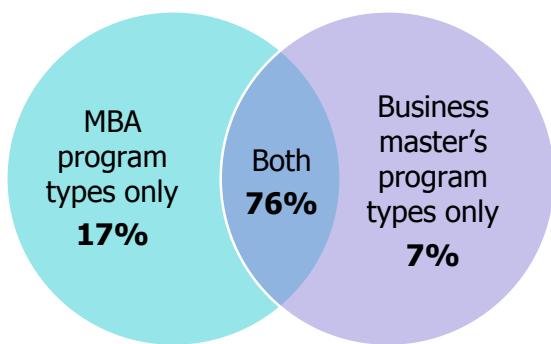
| | |
|----------------|-----|
| United States | 25% |
| Canada | 24% |
| Pakistan | 19% |
| United Kingdom | 13% |
| Australia | 6% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Philippines

Program Considerations



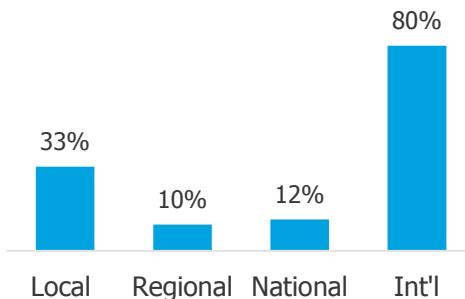
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 55% |
| Full-time two-year MBA | 43% |
| Flexible MBA | 35% |
| Master of Entrepreneurship | 24% |
| Part-time MBA | 24% |
| Master of Data Analytics | 22% |
| Master of Int'l Management | 22% |
| Executive MBA | 22% |
| Master of Finance | 20% |
| Joint/dual degree w/ an MBA | 20% |

Top Program Types Preferred*

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 19% |
| Full-time two-year MBA | 15% |
| Master of Data Analytics | 13% |
| Executive MBA | 9% |
| Joint/dual degree w/ an MBA | 9% |
| Part-time MBA | 9% |
| Master of Int'l Management | 6% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 59% |
| E & SE Asia | 57% |
| W. Europe | 39% |
| Aus/PI | 33% |
| E. Europe | 22% |
| Canada | 20% |
| C & S Asia | 6% |
| Middle East | 0% |
| LATAM | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

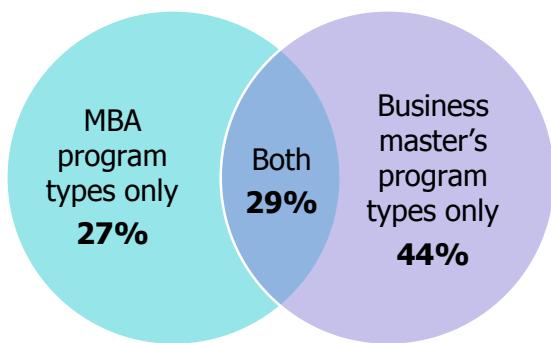
| | |
|----------------|-----|
| United States | 33% |
| Philippines | 16% |
| United Kingdom | 14% |
| Singapore | 10% |
| Spain | 6% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

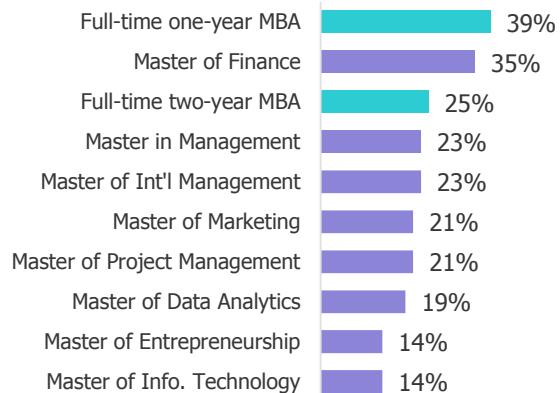
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Portugal

Program Considerations



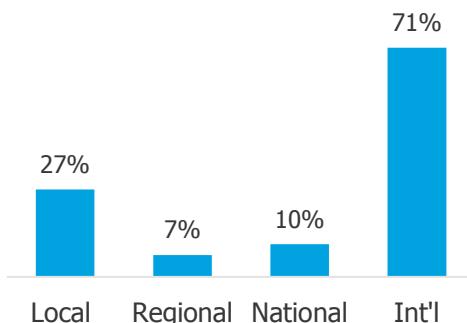
Top 10 Program Types Considered



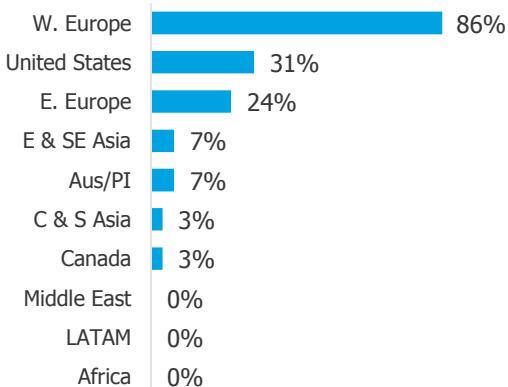
Top Program Types Preferred*



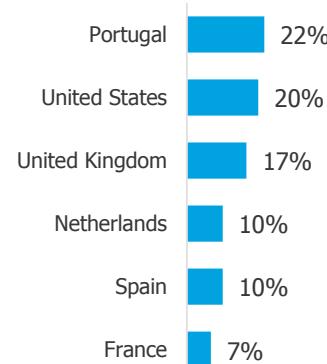
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

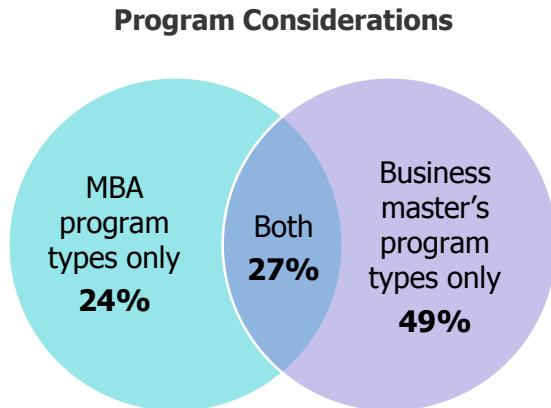


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that \geq five percent of candidates say is their preference.

Candidate Profiles by Residence

Russia



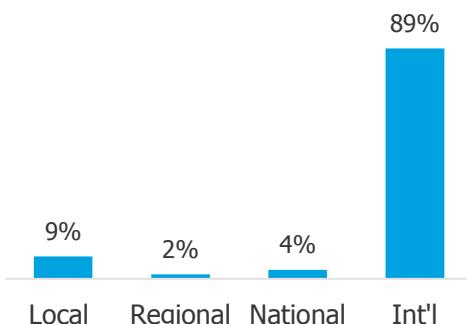
Top 10 Program Types Considered

| | |
|------------------------------|-----|
| Full-time one-year MBA | 39% |
| Master of Finance | 35% |
| Full-time two-year MBA | 25% |
| Master in Management | 23% |
| Master of Int'l Management | 23% |
| Master of Marketing | 21% |
| Master of Project Management | 21% |
| Master of Data Analytics | 19% |
| Master of Entrepreneurship | 14% |
| Master of Info. Technology | 14% |

Top Program Types Preferred*

| | |
|------------------------------|-----|
| Master of Finance | 23% |
| Full-time one-year MBA | 18% |
| Full-time two-year MBA | 11% |
| Master of Int'l Management | 7% |
| Master of Entrepreneurship | 5% |
| Master of Project Management | 5% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| W. Europe | 63% |
| United States | 54% |
| E. Europe | 19% |
| Canada | 11% |
| Aus/PI | 9% |
| E & SE Asia | 7% |
| C & S Asia | 5% |
| Middle East | 0% |
| LATAM | 0% |
| Africa | 0% |

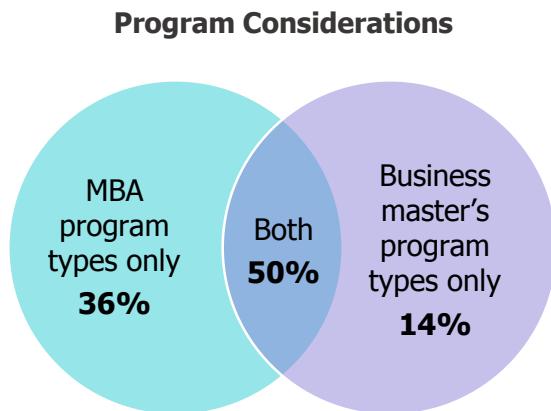
Preferred Study Destination by Program Country*

| | |
|--------------------|-----|
| United States | 35% |
| United Kingdom | 21% |
| Russian Federation | 12% |
| Germany | 5% |
| Singapore | 5% |
| France | 5% |

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Singapore



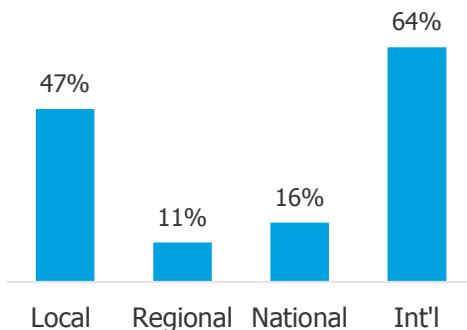
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time one-year MBA | 62% |
| Full-time two-year MBA | 37% |
| Part-time MBA | 30% |
| Master of Data Analytics | 27% |
| Master of Finance | 24% |
| Flexible MBA | 22% |
| Executive MBA | 13% |
| Master in Management | 11% |
| Joint/dual degree w/ an MBA | 10% |
| Hybrid/blended MBA | 10% |

Top Program Types Preferred*

| | |
|--------------------------|-----|
| Full-time one-year MBA | 34% |
| Master of Finance | 13% |
| Master of Data Analytics | 13% |
| Full-time two-year MBA | 10% |
| Part-time MBA | 10% |
| Flexible MBA | 5% |

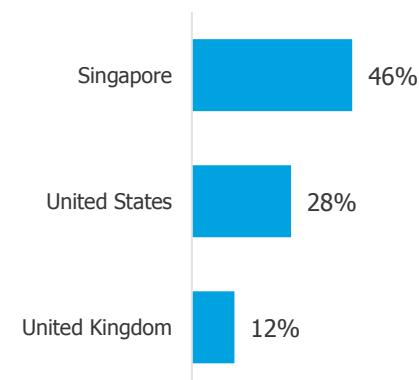
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| E & SE Asia | 57% |
| United States | 42% |
| W. Europe | 35% |
| Canada | 10% |
| Aus/PI | 10% |
| E. Europe | 8% |
| C & S Asia | 7% |
| Africa | 1% |
| Middle East | 0% |
| LATAM | 0% |

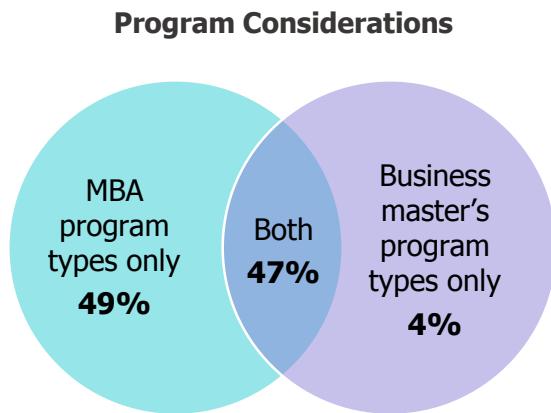
Preferred Study Destination by Program Country*



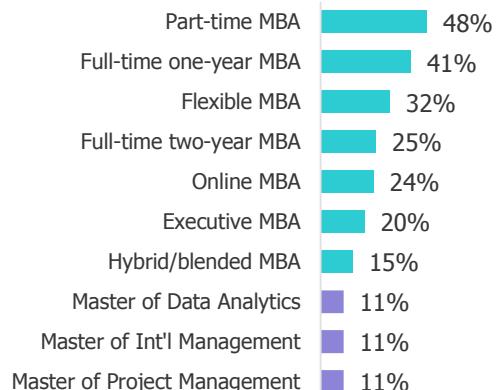
Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

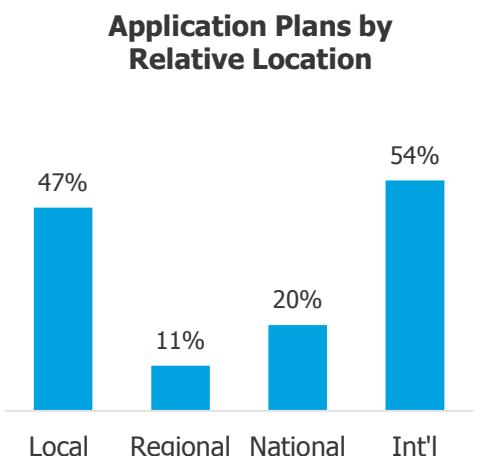
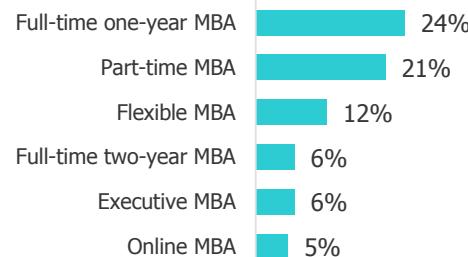
South Africa



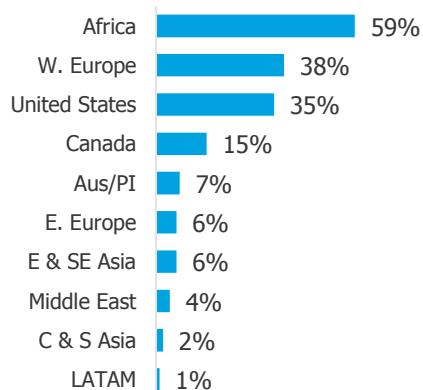
Top 10 Program Types Considered



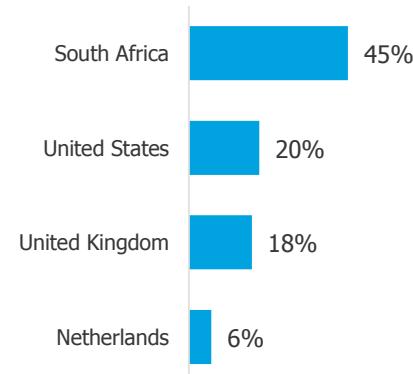
Top Program Types Preferred*



Application Plans by Program World Region



Preferred Study Destination by Program Country*

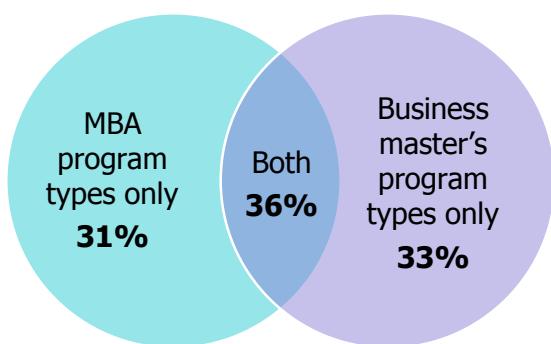


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

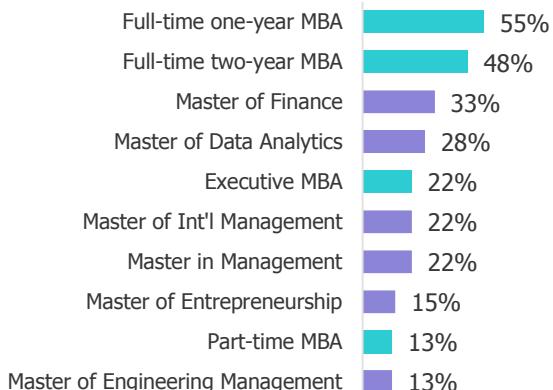
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Spain

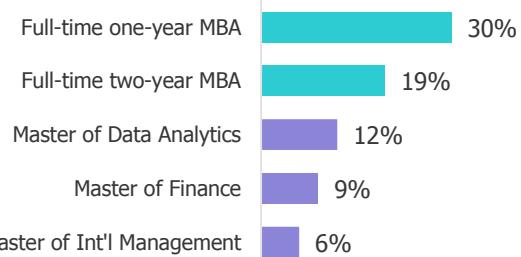
Program Considerations



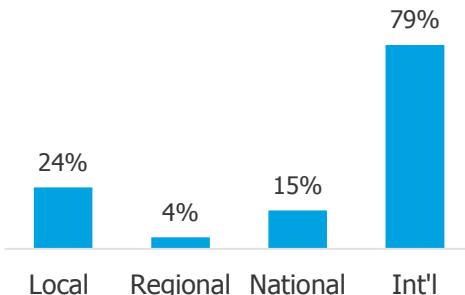
Top 10 Program Types Considered



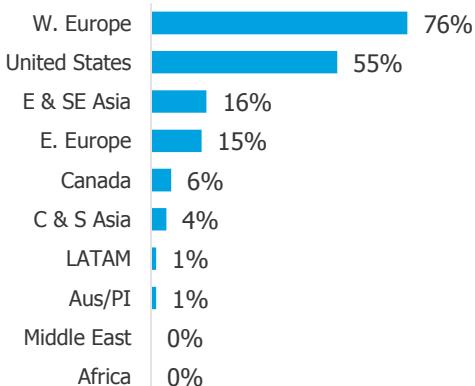
Top Program Types Preferred*



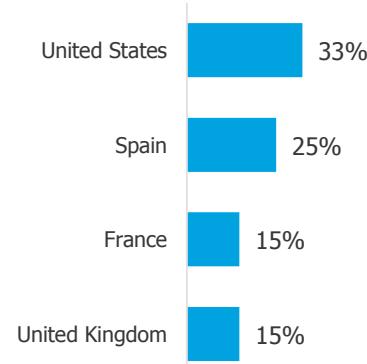
Application Plans by Relative Location



Application Plans by Program World Region



Preferred Study Destination by Program Country*

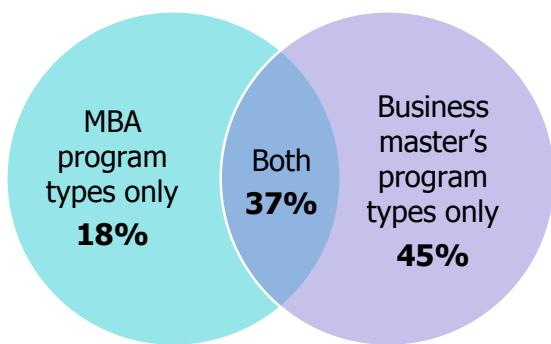


Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

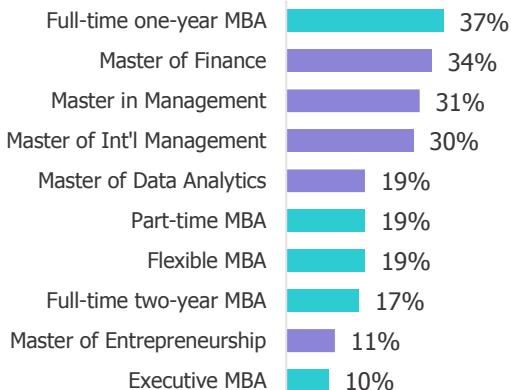
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Switzerland

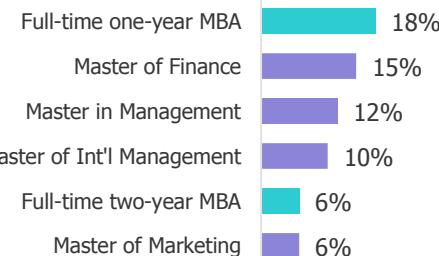
Program Considerations



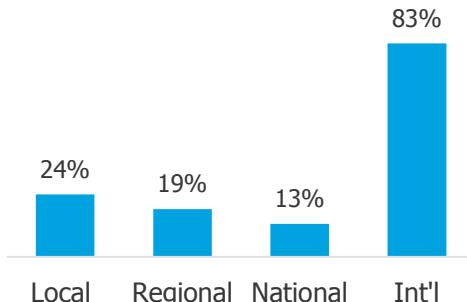
Top 10 Program Types Considered



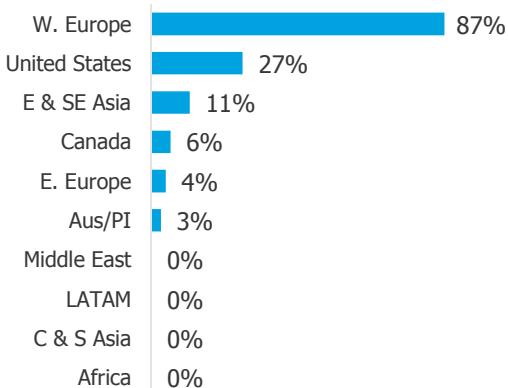
Top Program Types Preferred*



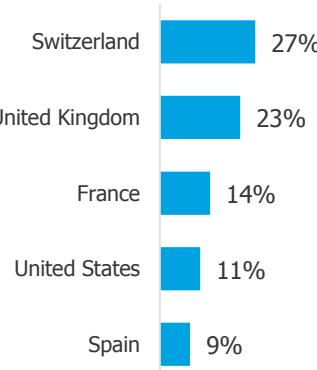
Application Plans by Relative Location



Application Plans by Program World Region



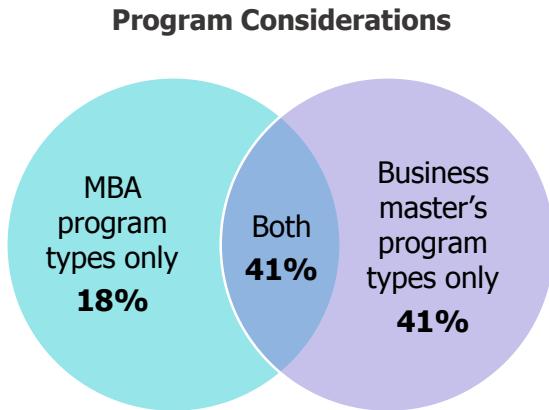
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Taiwan, China



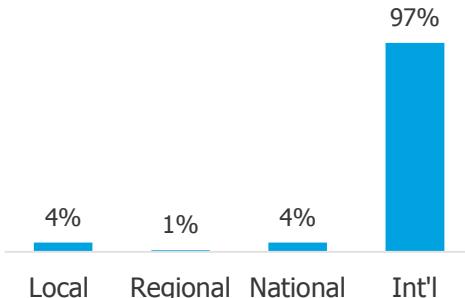
Top 10 Program Types Considered



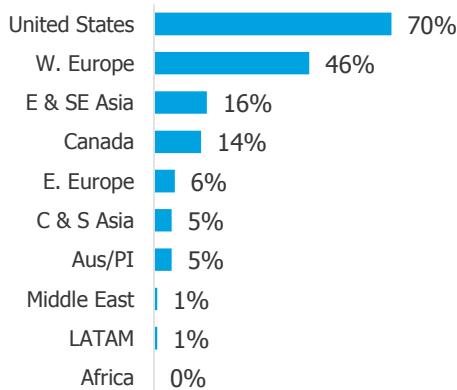
Top Program Types Preferred*



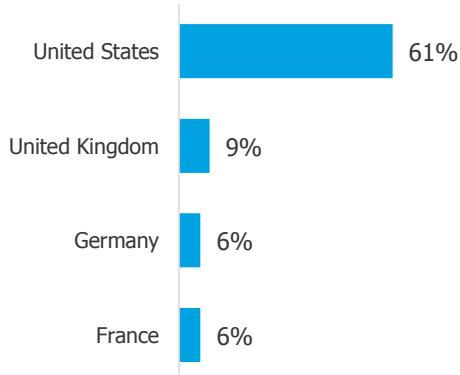
Application Plans by Relative Location



Application Plans by Program World Region



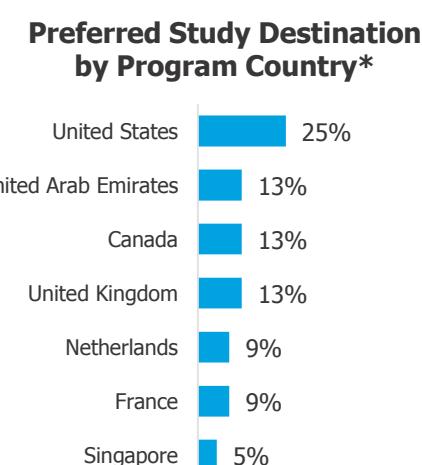
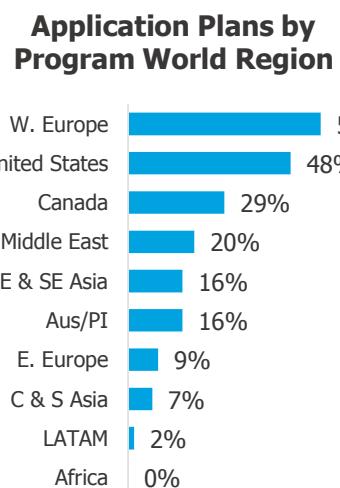
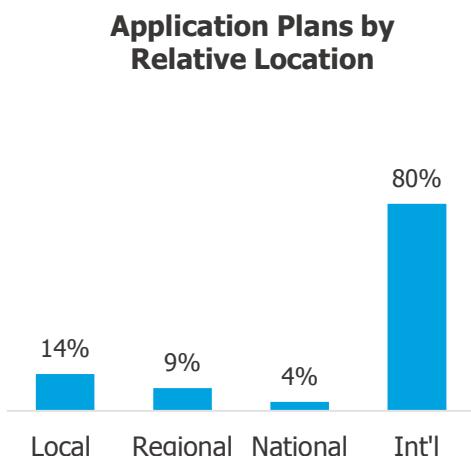
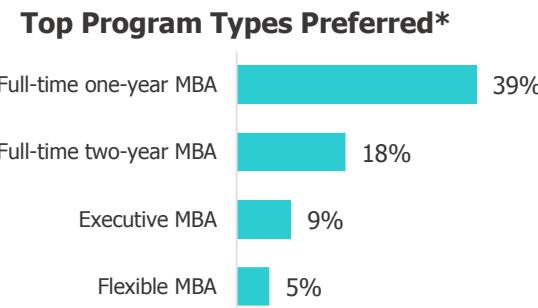
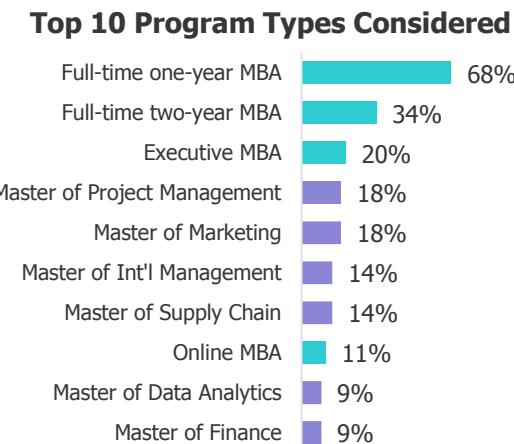
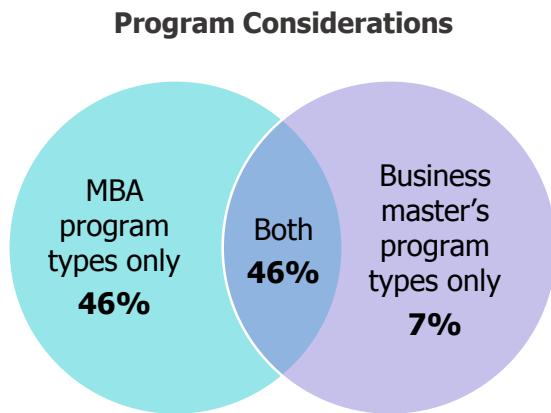
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

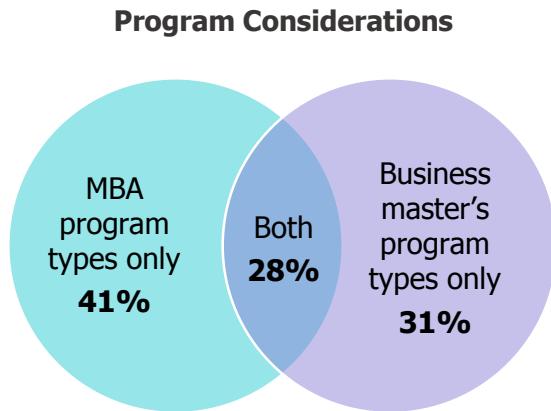
United Arab Emirates



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

United Kingdom



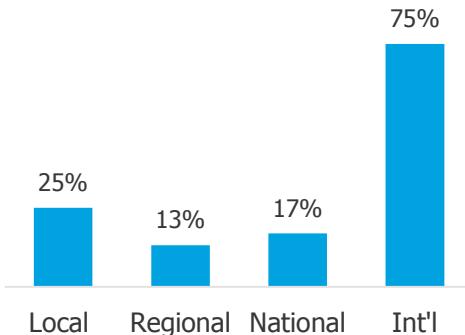
Top 10 Program Types Considered

| | |
|----------------------------|-----|
| Full-time one-year MBA | 54% |
| Full-time two-year MBA | 40% |
| Master of Finance | 31% |
| Master in Management | 21% |
| Master of Data Analytics | 19% |
| Part-time MBA | 16% |
| Executive MBA | 15% |
| Master of Int'l Management | 14% |
| Flexible MBA | 11% |
| Master of Marketing | 9% |

Top Program Types Preferred*

| | |
|----------------------------|-----|
| Full-time one-year MBA | 31% |
| Master of Finance | 15% |
| Full-time two-year MBA | 15% |
| Master in Management | 8% |
| Executive MBA | 6% |
| Master of Int'l Management | 5% |

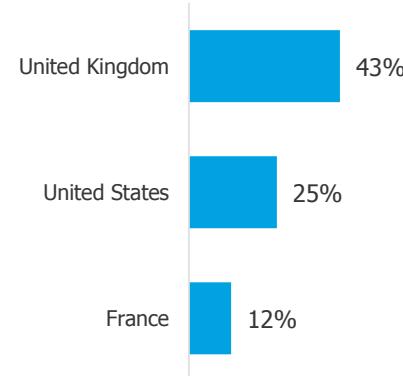
Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| W. Europe | 80% |
| United States | 44% |
| E & SE Asia | 10% |
| Canada | 7% |
| E. Europe | 4% |
| Aus/PI | 4% |
| C & S Asia | 2% |
| Middle East | 1% |
| LATAM | 0% |
| Africa | 0% |

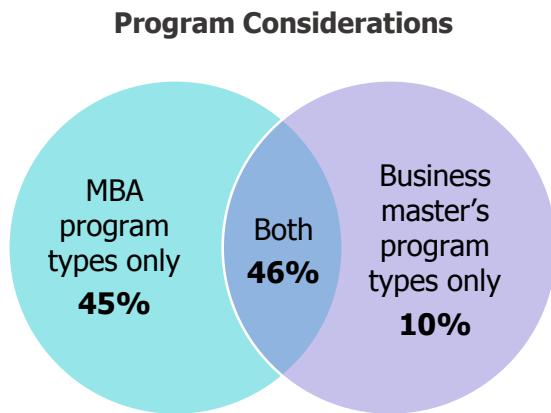
Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

United States



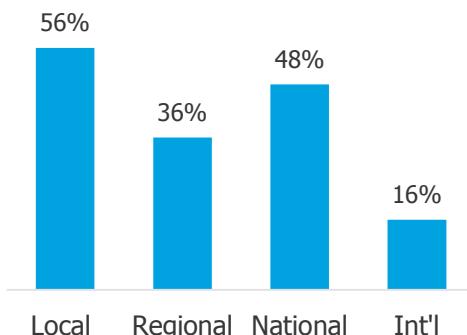
Top 10 Program Types Considered

| | |
|-----------------------------|-----|
| Full-time two-year MBA | 53% |
| Full-time one-year MBA | 47% |
| Part-time MBA | 39% |
| Flexible MBA | 29% |
| Online MBA | 23% |
| Joint/dual degree w/ an MBA | 16% |
| Master of Data Analytics | 16% |
| Master of Finance | 16% |
| Executive MBA | 16% |
| Hybrid/blended MBA | 14% |

Top Program Types Preferred*

| | |
|------------------------|-----|
| Full-time two-year MBA | 24% |
| Full-time one-year MBA | 17% |
| Part-time MBA | 10% |
| Online MBA | 7% |
| Master of Accounting | 7% |
| Flexible MBA | 6% |

Application Plans by Relative Location



Application Plans by Program World Region

| | |
|---------------|-----|
| United States | 96% |
| W. Europe | 14% |
| Canada | 4% |
| E & SE Asia | 3% |
| E. Europe | 2% |
| Aus/PI | 2% |
| C & S Asia | 1% |
| Middle East | 0% |
| LATAM | 0% |
| Africa | 0% |

Preferred Study Destination by Program Country*

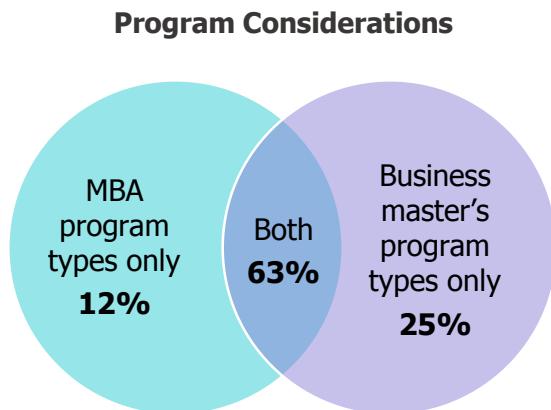
| | |
|---------------|-----|
| United States | 93% |
|---------------|-----|

Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

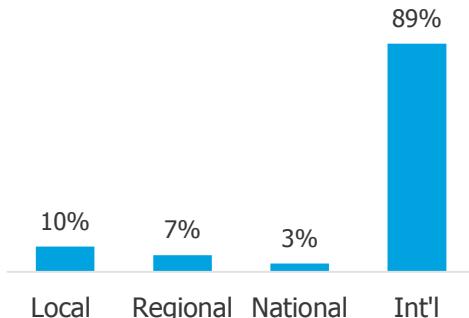
*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Candidate Profiles by Residence

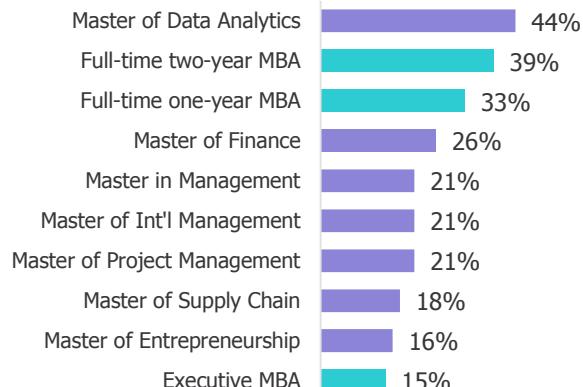
Vietnam



Application Plans by Relative Location



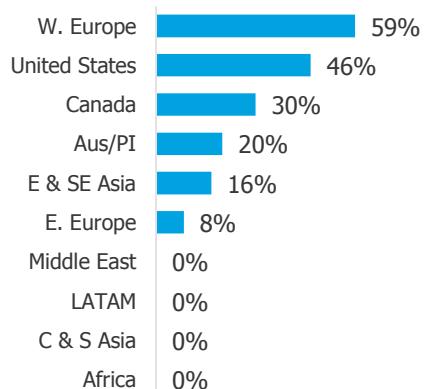
Top 10 Program Types Considered



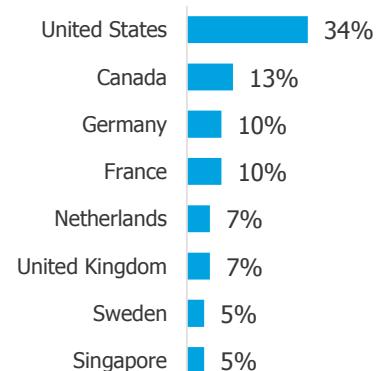
Top Program Types Preferred*



Application Plans by Program World Region



Preferred Study Destination by Program Country*



Note: Program types considered, application plans by relative location, and application plans by program world region may total to more than 100 percent due to multiple selections.

*Graphs display only program types and study destinations that ≥ five percent of candidates say is their preference.

Preferred Study Destination

This section features data by candidate preferred study destination country, including:

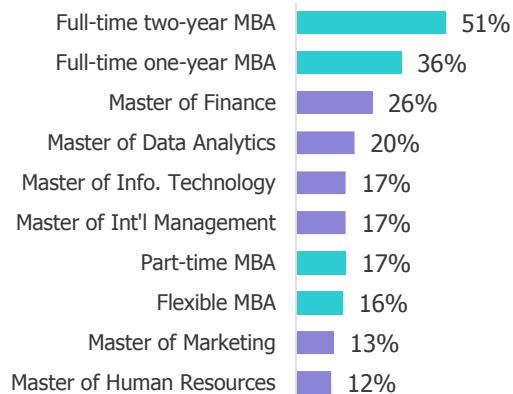
- Top 10 program types considered
- Top program types preferred
- Citizenship
- Top reasons candidates chose the country as their preferred study destination



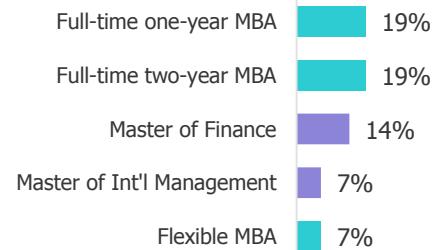
Australia

Candidates Preferring This Study Destination

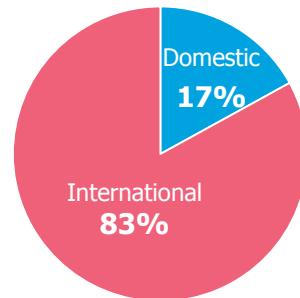
Top 10 Program Types Considered



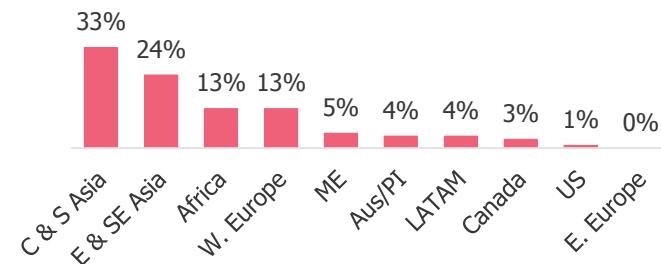
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

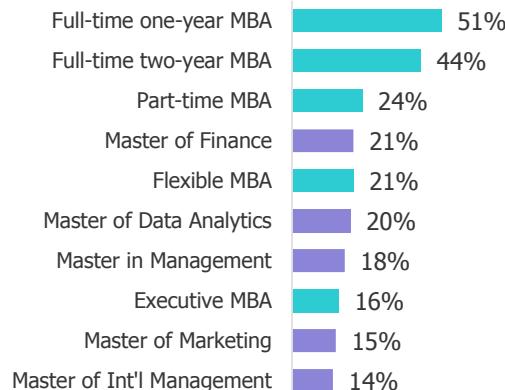
| Domestic Candidates** | International Candidates |
|-----------------------|--|
| -- | Reputation of educational system (65%) |
| -- | Improved chances of an int'l career (62%) |
| -- | Attractiveness of location/ Build int'l network of peers/colleagues (both 53%) |
| -- | Safety and physical security (40%) |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

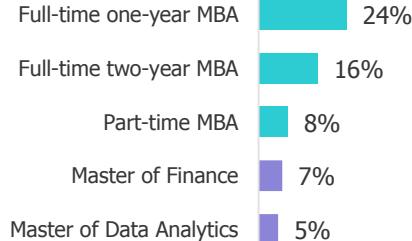
Canada

Candidates Preferring This Study Destination

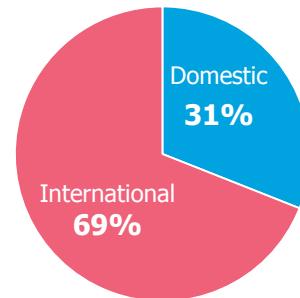
Top 10 Program Types Considered



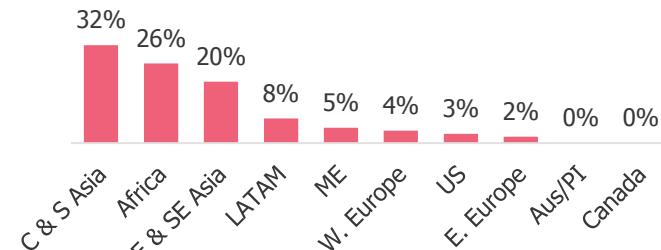
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

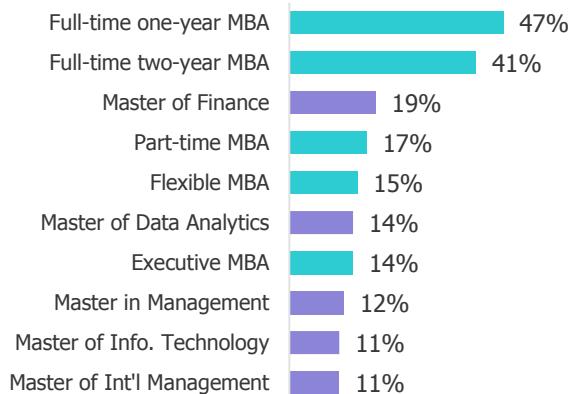
| Domestic Candidates | International Candidates |
|---|--|
| Reputation of educational system/ Affordability of education/tuition fees (both 55%) | Improved chances of an int'l career (65%) |
| To be near family (50%) | Reputation of the educational system (59%) |
| Improved jobs access in home country/ Attractiveness of location (both 47%) | Build int'l network of peers/colleagues/ Better preparation for career/ Ease of obtaining work permits (all 49%) |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

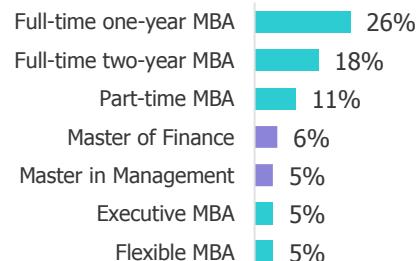
China

Candidates Preferring This Study Destination

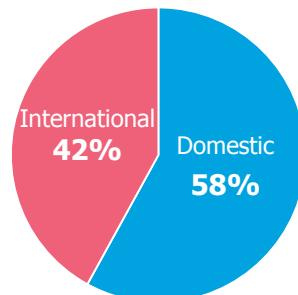
Top 10 Program Types Considered



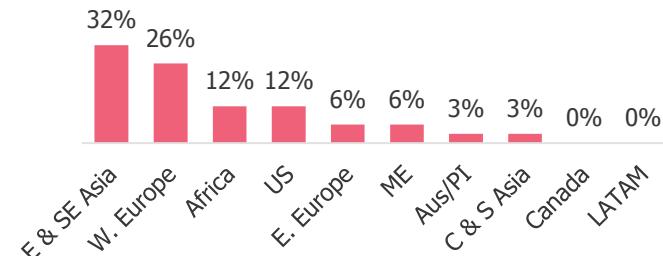
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



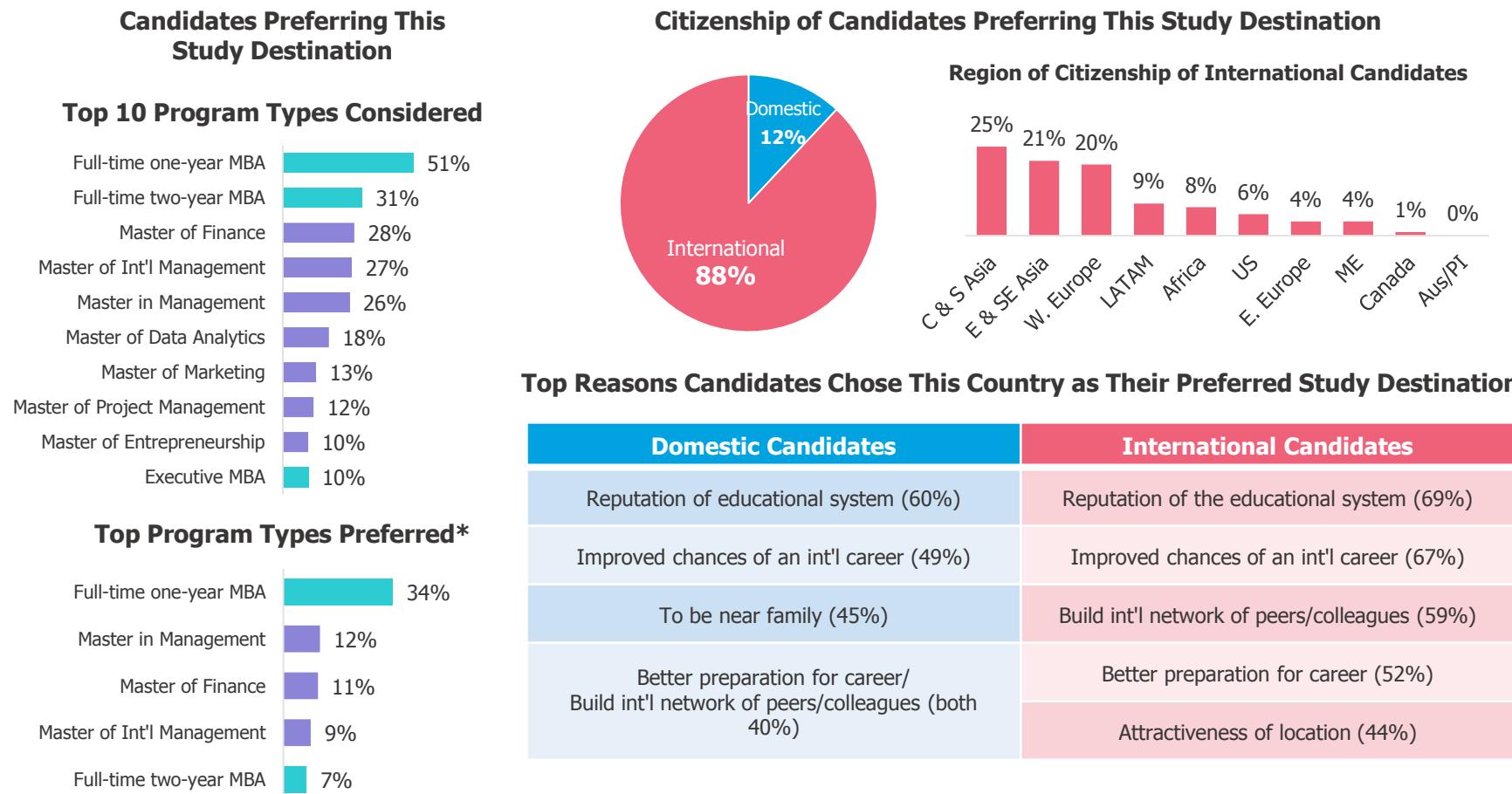
Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates | International Candidates |
|---|--|
| Reputation of educational system (53%) | Improved chances of an int'l career (56%) |
| Better preparation for career (40%) | Build int'l network of peers/colleagues/ Attractiveness of location (both 53%) |
| Improved jobs access in home country (38%) | |
| Affordability of education/tuition fees (32%) | Reputation of the educational system (44%) |
| Attractiveness of location/ Safety and physical security (both 30%) | Better preparation for career (38%) |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

Preferred Study Destination

France

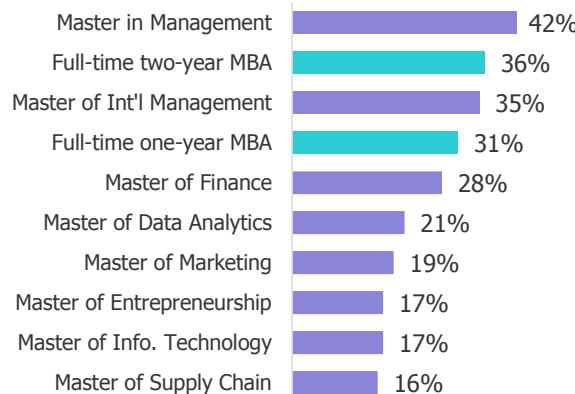


Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

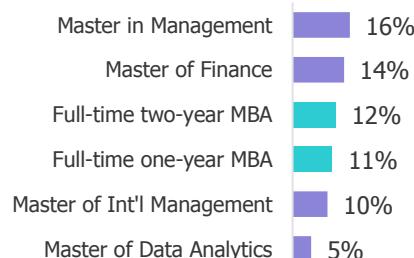
Germany

Candidates Preferring This Study Destination

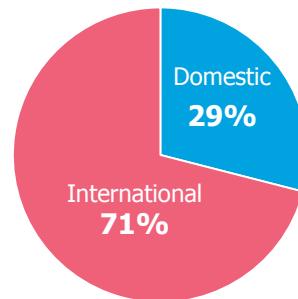
Top 10 Program Types Considered



Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

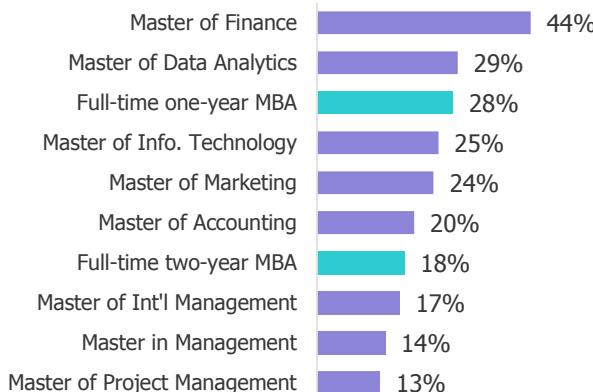
| Domestic Candidates | International Candidates |
|---|---|
| Reputation of educational system (56%) | Reputation of the educational system (68%) |
| Affordability of education/tuition fees (48%) | Improved chances of an int'l career (65%) |
| Better preparation for career/ Improved jobs access in home country (both 46%) | Affordability of education/tuition fees (61%) |
| Attractiveness of location (42%) | Better preparation for career (50%) |
| | Build int'l network of peers/colleagues (49%) |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

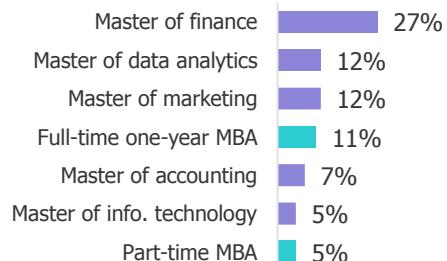
Hong Kong SAR, China

Candidates Preferring This Study Destination

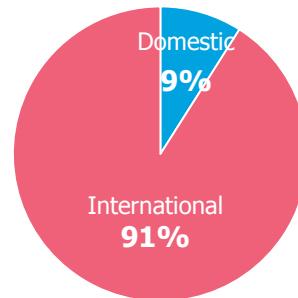
Top 10 Program Types Considered



Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates** | International Candidates |
|-----------------------|--|
| -- | Better preparation for career (57%) |
| -- | Reputation of the educational system (55%) |
| -- | Attractiveness of location (48%) |
| -- | Improved chances of an int'l career (47%) |
| -- | Safety and physical security (42%) |

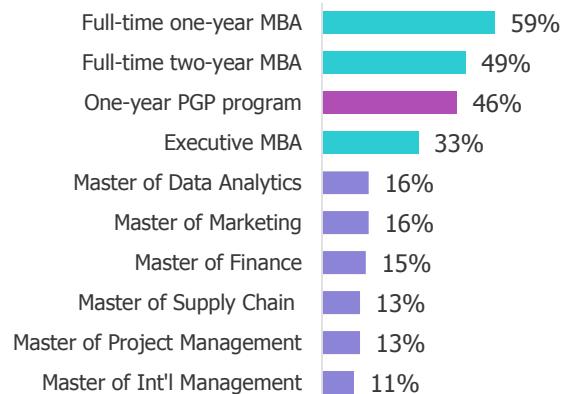
Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

Preferred Study Destination

India

Candidates Preferring This Study Destination

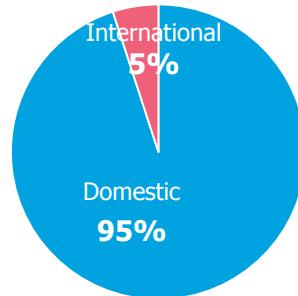
Top 10 Program Types Considered



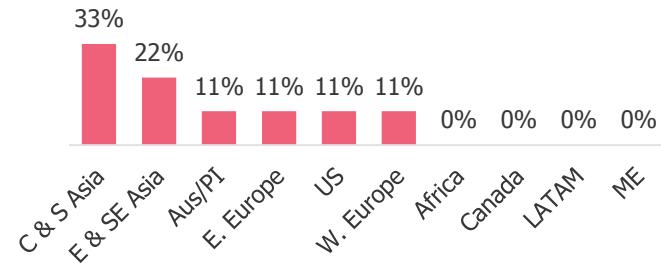
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

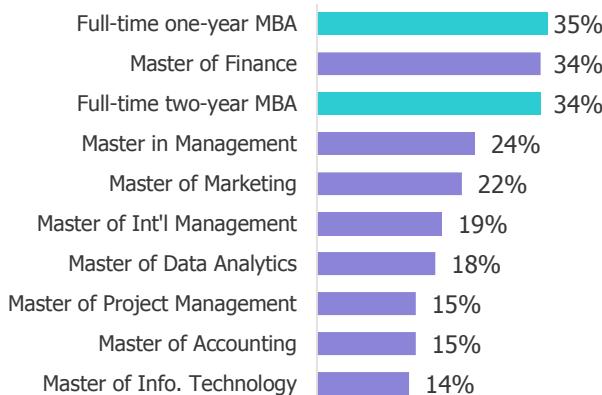
| Domestic Candidates | International Candidates** |
|---|----------------------------|
| Affordability of education/tuition fees (61%) | -- |
| Reputation of educational system (56%) | -- |
| Improved jobs access in home country (52%) | -- |
| Availability of financial aid (48%) | -- |
| Better preparation for career (40%) | -- |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

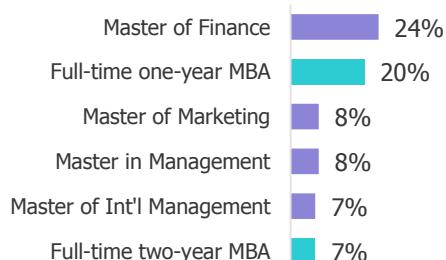
Italy

Candidates Preferring This Study Destination

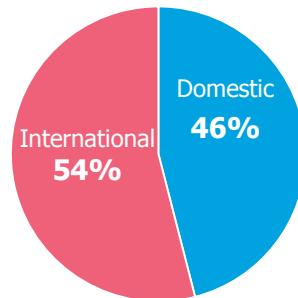
Top 10 Program Types Considered



Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

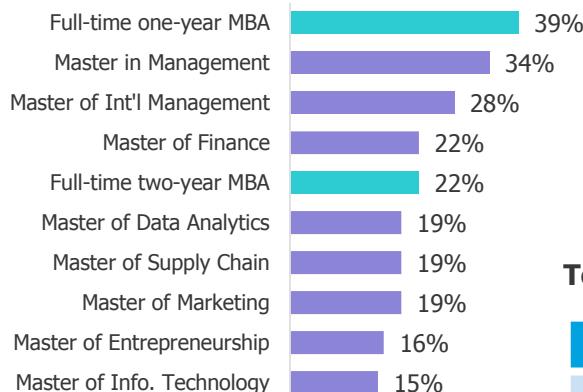
| Domestic Candidates | International Candidates |
|---|--|
| Reputation of educational system (63%) | Improved chances of an int'l career (67%) |
| Better preparation for career (54%) | Attractiveness of location (56%) |
| Improved jobs access in home country (50%) | Build int'l network of peers/colleagues (54%) |
| Affordability of education/tuition fees (35%) | Better preparation for career/ Reputation of the educational system/ Affordability of education/tuition fees (all 49%) |
| Offers English language education (33%) | |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

Netherlands

Candidates Preferring This Study Destination

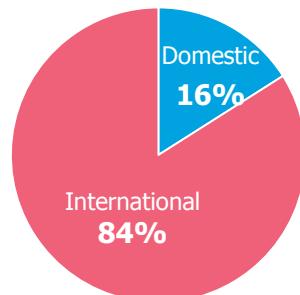
Top 10 Program Types Considered



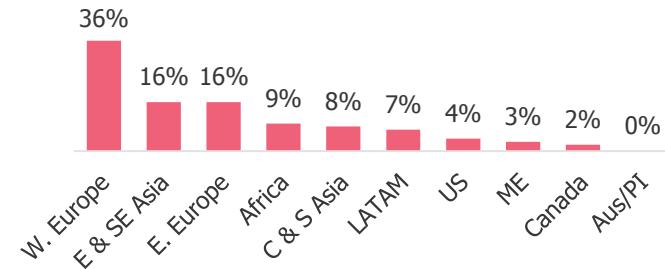
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates | International Candidates |
|---|---|
| Reputation of educational system/ Affordability of education/tuition fees (both 58%) | Reputation of the educational system (74%) |
| | Improved chances of an int'l career (70%) |
| Better preparation for career/ Attractiveness of location (both 47%) | Offers English language education (65%) |
| | Affordability of education/tuition fees (63%) |
| Improved chances of an int'l career (45%) | Build int'l network of peers/colleagues (55%) |

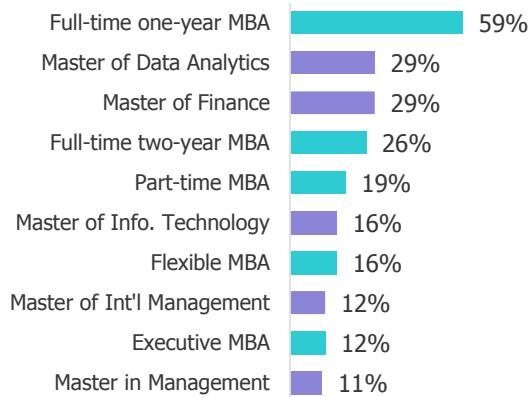
Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

Preferred Study Destination

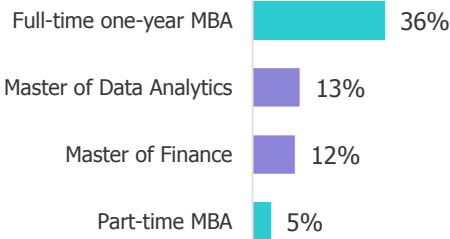
Singapore

Candidates Preferring This Study Destination

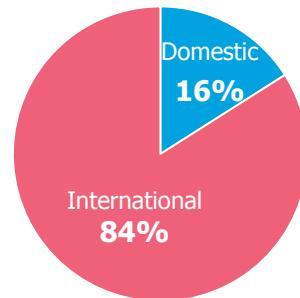
Top 10 Program Types Considered



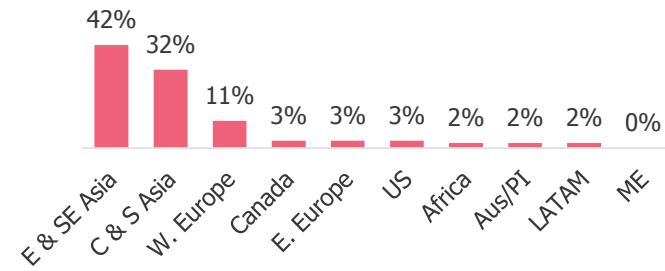
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

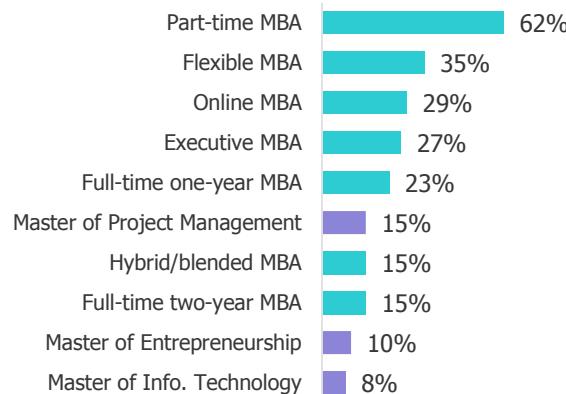
| Domestic Candidates | International Candidates |
|---|--|
| Reputation of educational system (73%) | Reputation of the educational system (69%) |
| Affordability of education/tuition fees (46%) | Improved chances of an int'l career (59%) |
| Better preparation for career/ Improved jobs access in home country (both 41%) | Better preparation for career (55%) |
| Safety and physical security (35%) | Attractiveness of location (52%) |
| Build int'l network of peers/colleagues (54%) | |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

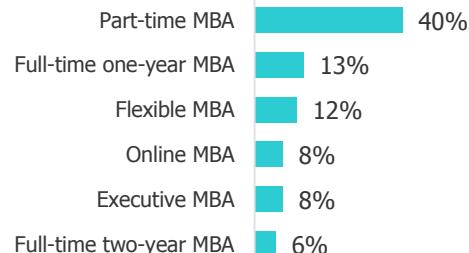
South Africa

Candidates Preferring This Study Destination

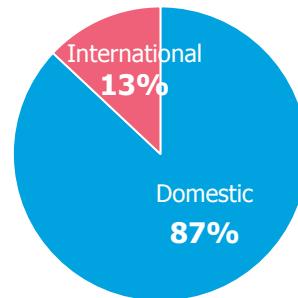
Top 10 Program Types Considered



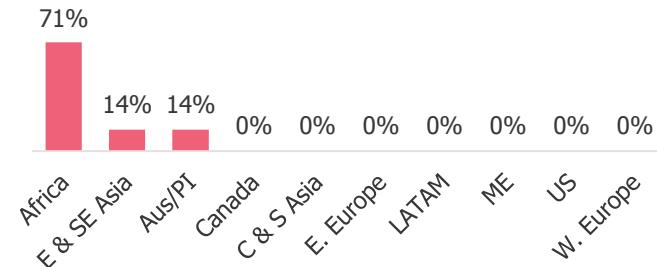
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates | International Candidates** |
|---|----------------------------|
| Affordability of education/tuition fees (56%) | -- |
| Reputation of educational system (51%) | -- |
| To be near family (44%) | -- |
| Availability of financial aid (33%) | -- |
| Attractiveness of location (29%) | -- |

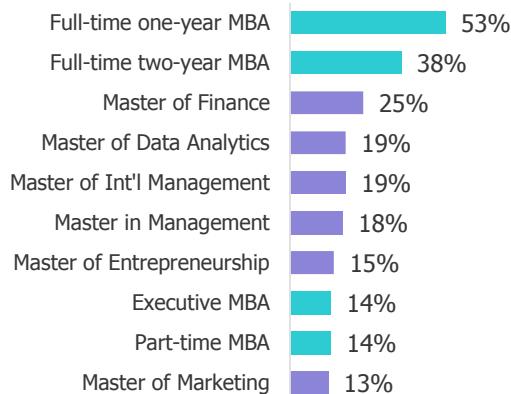
Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

Preferred Study Destination

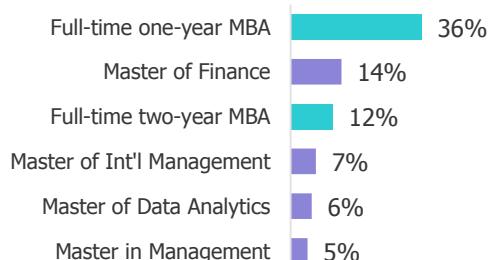
Spain

Candidates Preferring This Study Destination

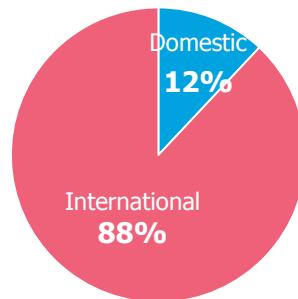
Top 10 Program Types Considered



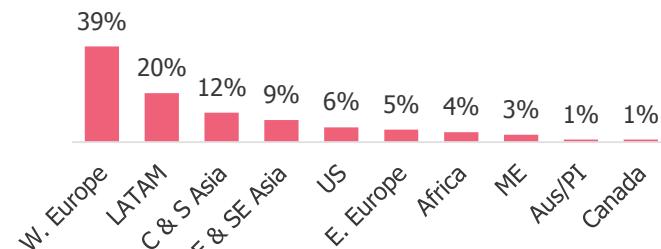
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



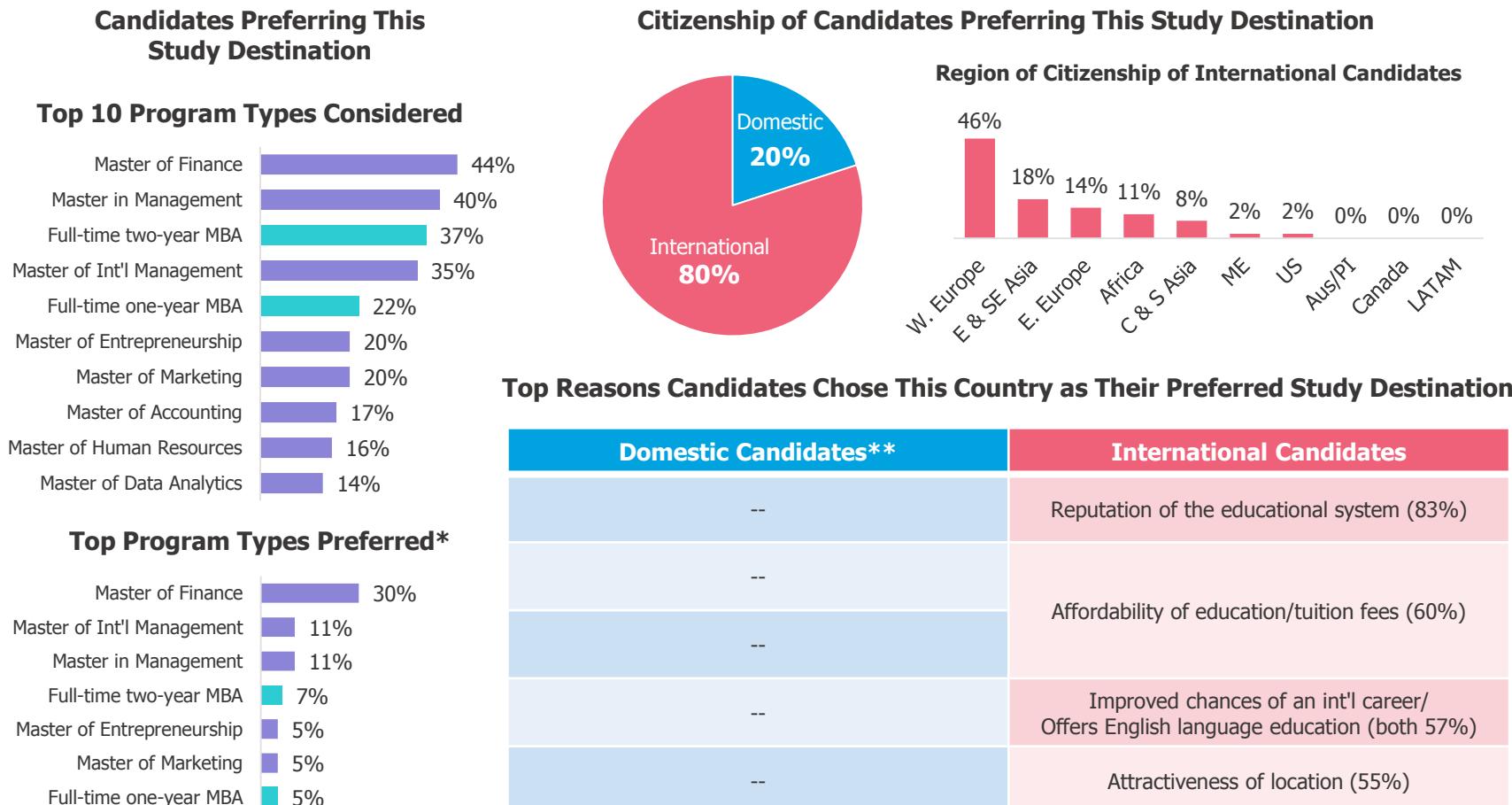
Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates** | International Candidates |
|-----------------------|---|
| -- | Attractiveness of location (73%) |
| -- | Improved chances of an int'l career/ Build int'l network of peers/colleagues (both 64%) |
| -- | Reputation of the educational system/ Diversity of student body (both 54%) |
| -- | |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

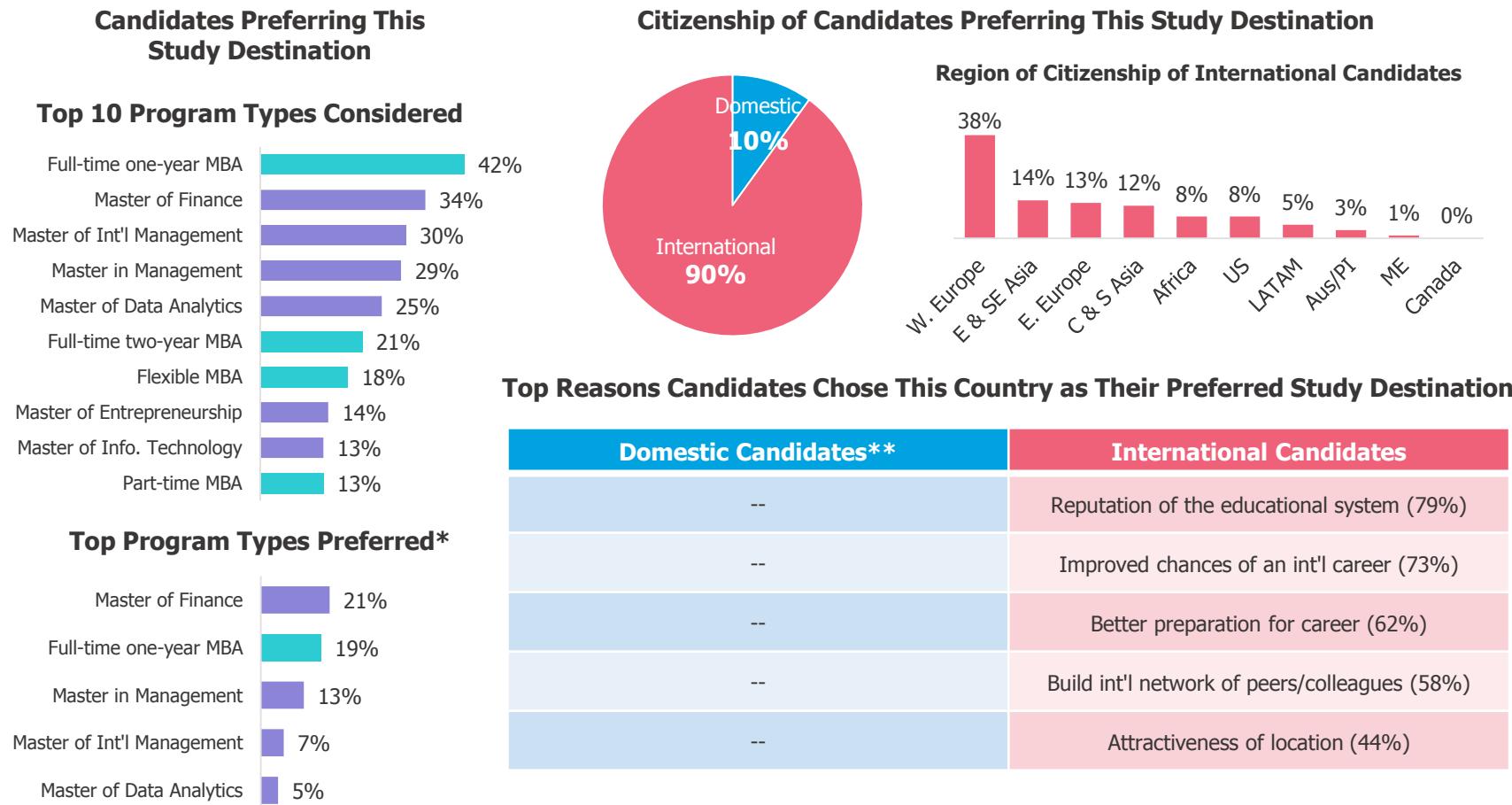
Preferred Study Destination

Sweden



Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

Switzerland

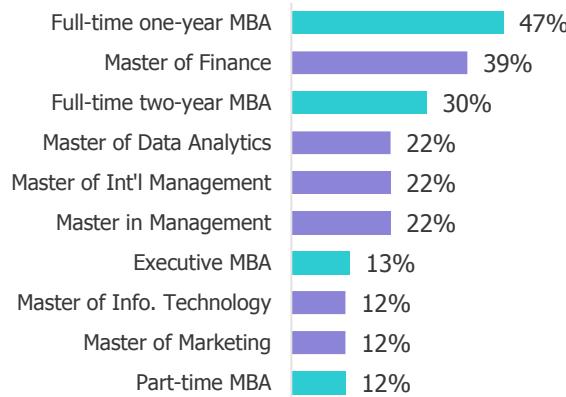


Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference. **Insufficient sample size to report.

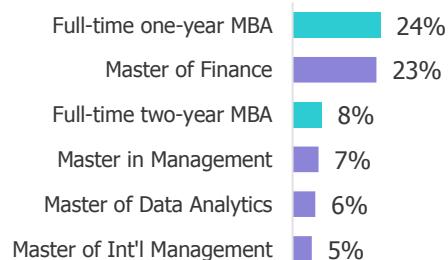
United Kingdom

Candidates Preferring This Study Destination

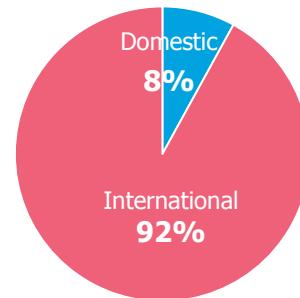
Top 10 Program Types Considered



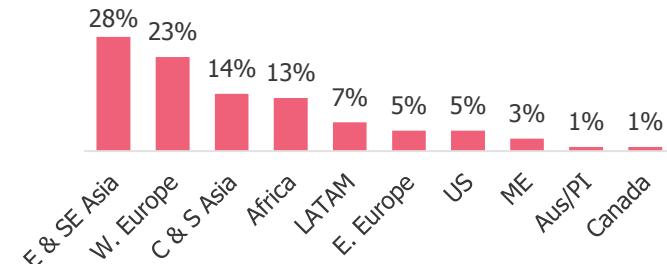
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

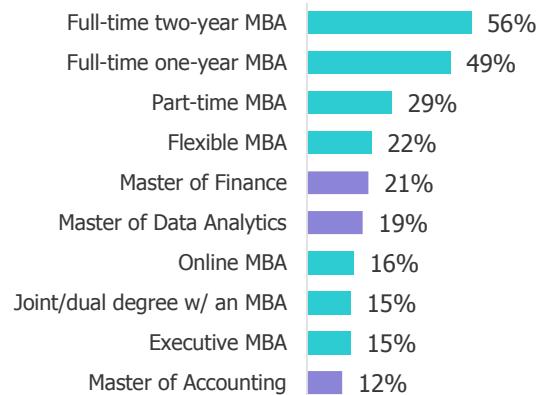
| Domestic Candidates | International Candidates |
|--|---|
| Reputation of educational system (65%) | Reputation of the educational system (75%) |
| Better preparation for career/ Build int'l network of peers/colleagues (both 46%) | Improved chances of an int'l career (64%) |
| Improved chances of an int'l career (43%) | Build int'l network of peers/colleagues (59%) |
| Improved jobs access in home country (37%) | Better preparation for career (54%) |
| | Attractiveness of location (52%) |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

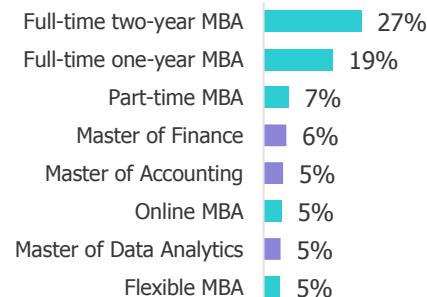
United States

Candidates Preferring This Study Destination

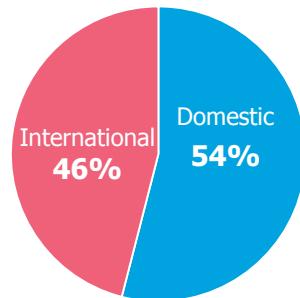
Top 10 Program Types Considered



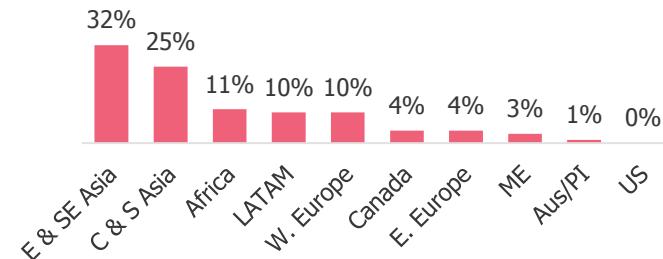
Top Program Types Preferred*



Citizenship of Candidates Preferring This Study Destination



Region of Citizenship of International Candidates



Top Reasons Candidates Chose This Country as Their Preferred Study Destination

| Domestic Candidates | International Candidates |
|---|---|
| Reputation of the educational system (54%) | Reputation of the educational system (75%) |
| Better preparation for career (52%) | Improved chances of an int'l career (63%) |
| Attractiveness of location (41%) | Better preparation for career (60%) |
| Affordability of education/tuition fees (38%) | Build int'l network of peers/colleagues (59%) |
| To be near relatives/family living in the country (35%) | Attractiveness of location (38%) |

Note: Program types considered and reasons candidates chose this country as their preferred study destination may total more than 100 percent due to multiple selections. *Graph displays only program types that ≥ 5 percent of candidates say is their preference.

Respondent Demographic Profile

This section details the gender and age details of 2018 survey respondents by their country of citizenship and residence.



Respondent Demographic Profile

Respondent Demographic Profile

| | Overall* | Gender | | | Age | | | | | |
|---------------|-----------------------------|--------------|--------------|-----------|--------------|--------------|--------------|--------------|--------------|-------|
| | | Male | Female | Other | 22 and under | 23 to 24 | 25 to 30 | 31 to 39 | 40 and older | |
| Global | 9,617 | 5,411 | 4,161 | 45 | 2,631 | 1,659 | 3,402 | 1,383 | 444 | |
| Citizenship | Africa | 780 | 486 | 290 | 4 | 133 | 297 | 196 | 63 | 486 |
| | Australia & Pacific Islands | 84 | 53 | 29 | 2 | 11 | 27 | 16 | 12 | 53 |
| | Canada | 376 | 210 | 161 | 5 | 46 | 153 | 79 | 33 | 210 |
| | Central & South Asia | 1,409 | 947 | 459 | 3 | 297 | 511 | 169 | 22 | 947 |
| | East & Southeast Asia | 1,684 | 645 | 1,031 | 8 | 248 | 459 | 171 | 35 | 645 |
| | Eastern Europe | 308 | 133 | 173 | 2 | 50 | 74 | 58 | 10 | 133 |
| | Latin America | 465 | 300 | 165 | 0 | 62 | 252 | 94 | 26 | 300 |
| | Middle East | 218 | 134 | 84 | 0 | 31 | 81 | 58 | 16 | 134 |
| | United States | 2,901 | 1,618 | 1,268 | 15 | 467 | 1,210 | 397 | 177 | 1,618 |
| | Western Europe | 1,281 | 823 | 453 | 5 | 298 | 300 | 123 | 38 | 823 |
| Residence | Africa | 703 | 437 | 261 | 5 | 119 | 270 | 180 | 50 | 437 |
| | Australia & Pacific Islands | 106 | 59 | 45 | 2 | 16 | 29 | 22 | 11 | 59 |
| | Canada | 448 | 244 | 197 | 7 | 66 | 178 | 92 | 36 | 244 |
| | Central & South Asia | 1,260 | 848 | 412 | 0 | 271 | 454 | 119 | 17 | 848 |
| | East & Southeast Asia | 1,452 | 588 | 856 | 8 | 191 | 421 | 155 | 41 | 588 |
| | Eastern Europe | 211 | 94 | 116 | 1 | 36 | 48 | 37 | 11 | 94 |
| | Latin America | 415 | 272 | 142 | 1 | 52 | 241 | 81 | 19 | 272 |
| | Middle East | 263 | 166 | 97 | 0 | 35 | 95 | 70 | 13 | 166 |
| | United States | 3,235 | 1,765 | 1,456 | 14 | 535 | 1,296 | 465 | 193 | 1,765 |
| | Western Europe | 1,413 | 876 | 531 | 6 | 322 | 332 | 140 | 41 | 876 |

*Subtotals may not sum to global or overall figures due to missing demographic data.

Contributors and Contact Information

Contributors

The following individuals from the GMAC Research team made significant contributions to the publication of this report:

Rhonda Daniel, Senior Research Manager, questionnaire development and interpretation of data, and drafting of the manuscript for intellectual content; **Matt Hazenbush**, Research Communications Senior Manager, editorial and manuscript review; **Gregg Schoenfeld**, Senior Director, Research & Data Science, manuscript review; **Tacoma Williams**, Research Senior Coordinator, sample development; **Devina Caruthers**, Associate Research Manager, survey management.

Contact Information

For questions or comments regarding the findings, methodology, or data, please contact the GMAC Research Department at research@gmac.com.

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